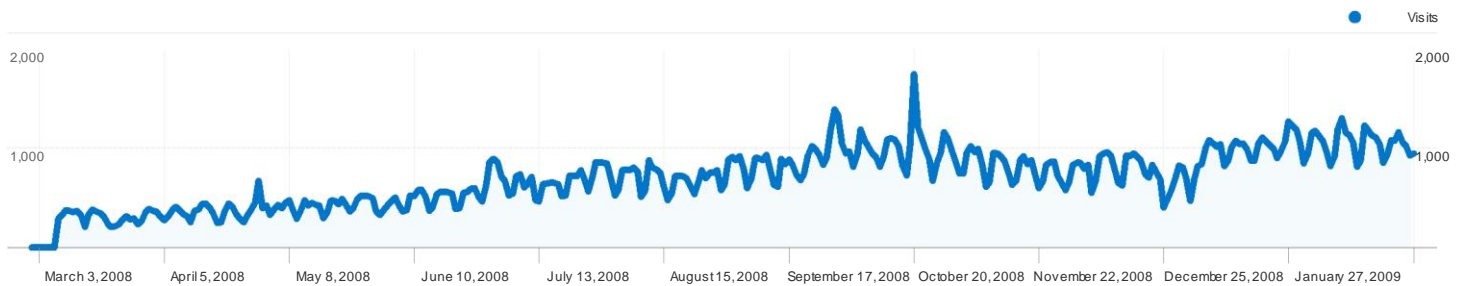




2008-2009 Traffic Report

The last year has seen big changes for NZBodybuilding.co.nz. Early in 2008, we completely revamped the website. Among many other new features introduced, Google Analytics was set up to record traffic statistics. The results are amazing.

Mar 1, 2008 - Mar 1, 2009



The graph above shows daily visits to the site. The average for February (1050 visits/day) is an all-time high, and nearly triple last year's April average (360 visits/day).

Note the weekly cycle. It seems our members love all things bodybuilding and fitness-related during the week (especially in work time!) and they regard the weekends as a time to go out and have fun.

The otherwise smooth climb in the graph is interrupted by several large spikes. These are no coincidence. They correspond directly with bodybuilding competitions – the latest and biggest spike being the NZ Federation of Bodybuilders National Champs in October. If you needed proof that NZBodybuilding.co.nz attracts a local, targeted audience, this is it.

For information on how our advertising works, [click here](#).

The following pages contain more detailed statistics for February 2009. As you can see from the steady upward climb in the graph above, it's not just our bodybuilders that are growing.

Andrew Davidson
NZBodybuilding.co.nz

Dashboard

(31 days)



Site Usage

32,663 Visits

40.29% Bounce Rate

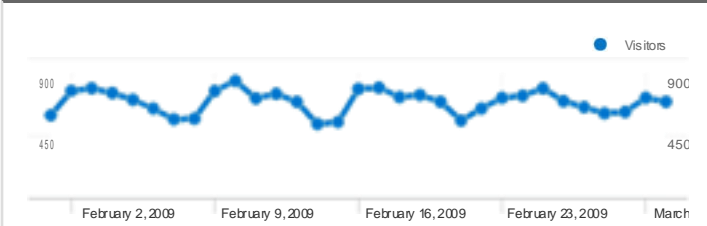
283,666 Pageviews Site

00:08:50 Avg. Time on

8.68 Pages/Visit

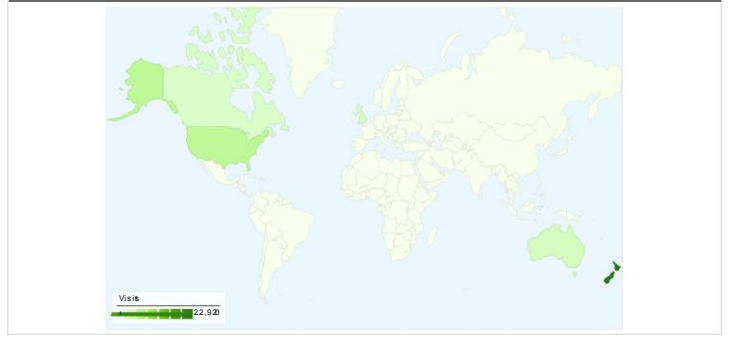
43.24% % New Visits

Visitors Overview

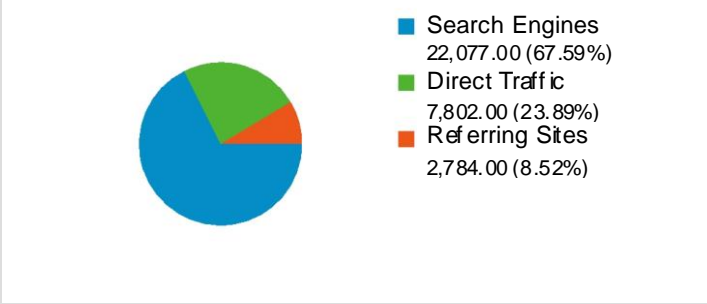


Visitors
15,277

Map Overlay world



Traffic Sources Overview

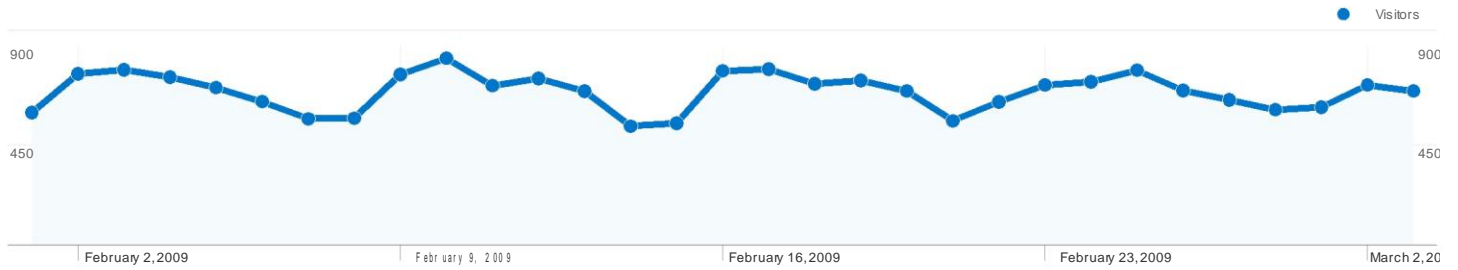


Content Overview

Pages	Pageviews	% Pageviews
/index.php	63,386	22.35%
/search.php?search_id=newpos	6,805	2.40%
/viewforum.php?f=8	6,295	2.22%
/ucp.php?mode=login	4,580	1.61%
/ucp.php?i=pm&folder=inbox	2,909	1.03%

Visitors Overview

(31 days)



15,277 people visited this site

32,663 Visits

15,277 Absolute Unique Visitors

283,666 Pageviews

8.68 Average Pageviews

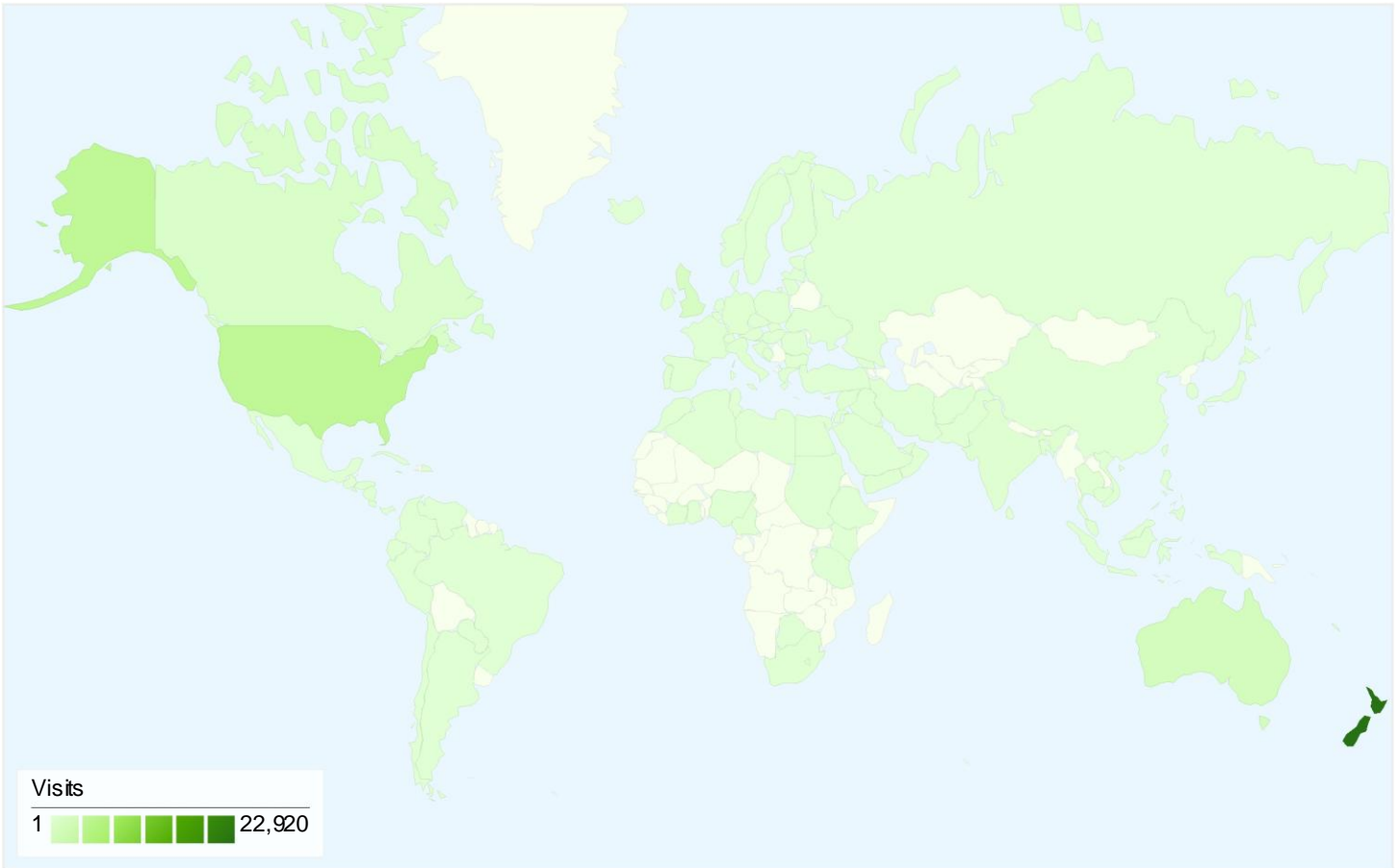
00:08:50 Time on Site

40.29% Bounce Rate

43.24% New Visits

Technical Profile

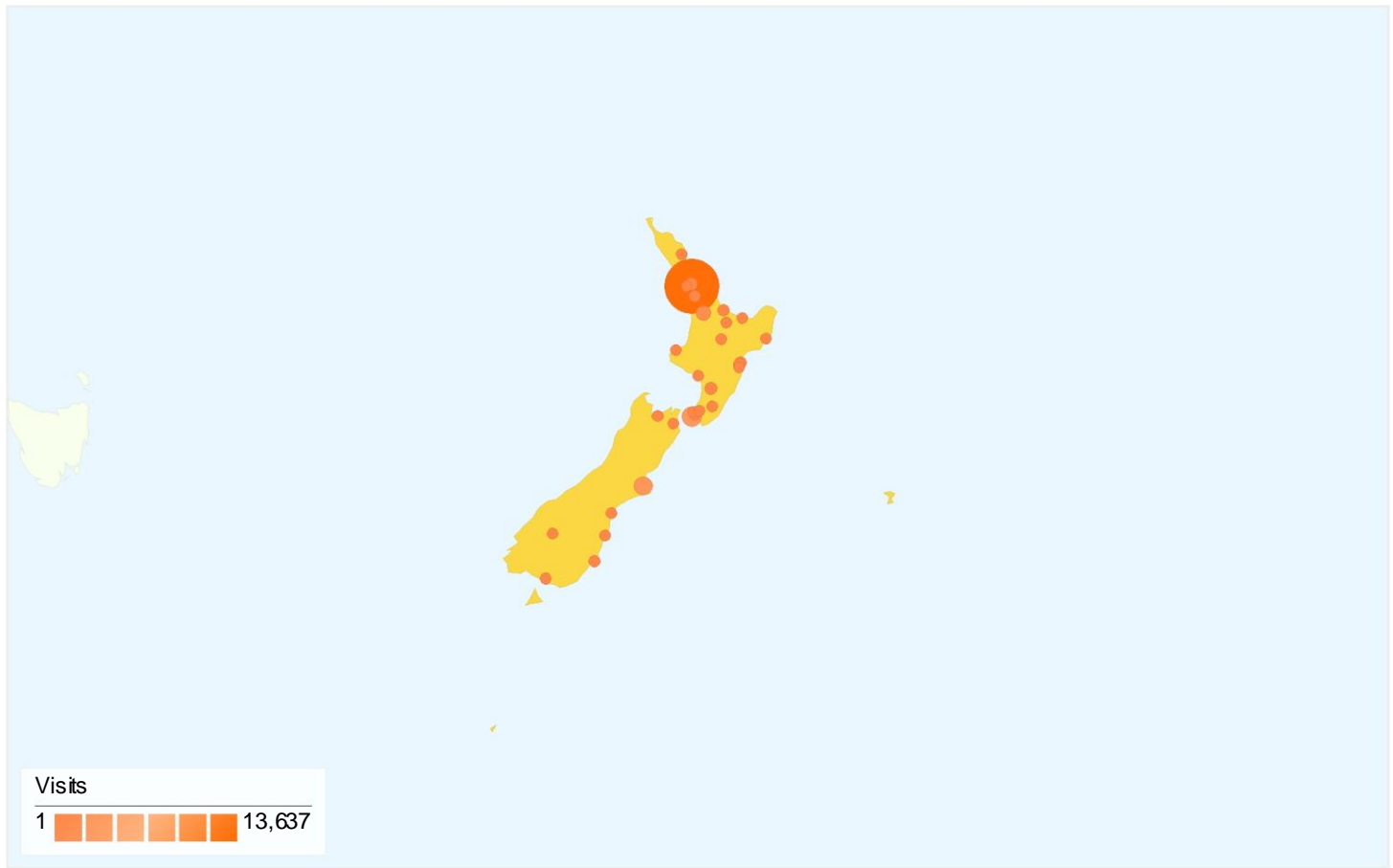
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	19,324	59.16%	Unknown	13,965	42.75%
Firefox	10,669	32.66%	DSL	11,821	36.19%
Safari	1,686	5.16%	Cable	4,315	13.21%
Chrome	546	1.67%	T1	1,326	4.06%
Opera	313	0.96%	Dialup	1,137	3.48%



32,663 visits came from 135 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
New Zealand	22,920	11.25	00:11:42	25.40%	25.54%
United States	4,178	1.54	00:00:56	93.39%	82.91%
Australia	1,555	7.44	00:07:07	54.60%	47.72%
United Kingdom	1,149	2.03	00:01:28	84.33%	74.76%
Canada	791	1.58	00:00:42	93.93%	83.31%
India	192	1.36	00:00:41	92.19%	82.81%
Germany	121	1.76	00:00:35	91.74%	73.55%
South Africa	85	2.58	00:04:33	76.47%	70.59%
Ireland	79	1.65	00:00:40	79.75%	82.28%
Italy	70	1.74	00:00:20	91.43%	78.57%



This country/territory sent 22,920 visits via 31 cities

Site Usage

Visits 22,920 <small>% of Site Total: 70.17%</small>	Pages/Visit 11.25 <small>Site Avg: 8.68 (29.56%)</small>	Avg. Time on Site 00:11:42 <small>Site Avg: 00:08:50 (32.44%)</small>	% New Visits 25.40% <small>Site Avg: 43.24% (-41.26%)</small>	Bounce Rate 25.54% <small>Site Avg: 40.29% (-36.62%)</small>
City	Visits	Visits		
Auckland	13,637	59.50%		
Wellington	2,802	12.23%		
Christchurch	2,342	10.22%		
Hamilton	1,187	5.18%		
North Shore	593	2.59%		
Palmerston North	331	1.44%		
Pukekohe	322	1.40%		
Napier	274	1.20%		
Lower Hutt	259	1.13%		
Dunedin	207	0.90%		