

## Site Usage

15,336 Visits

59.81% Bounce Rate

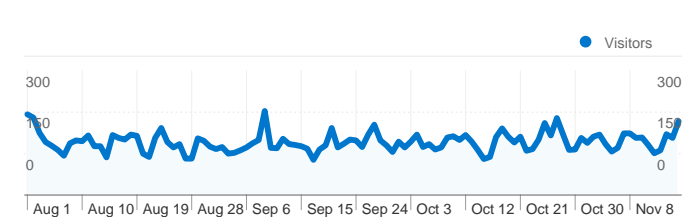
52,598 Pageviews

00:01:46 Avg. Time on Site

3.43 Pages/Visit

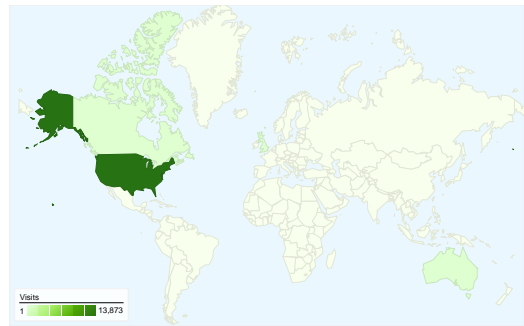
64.26% % New Visits

## Visitors Overview

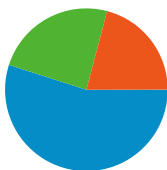


**Visitors**  
10,570

## Map Overlay



## Traffic Sources Overview

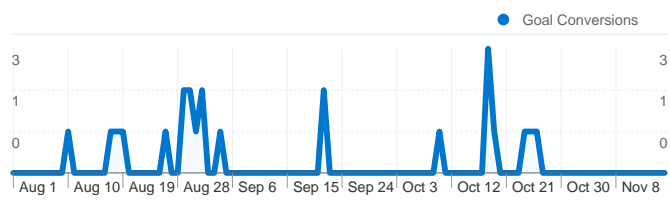


- **Search Engines**  
8,426.00 (54.94%)
- **Referring Sites**  
3,705.00 (24.16%)
- **Direct Traffic**  
3,203.00 (20.89%)
- **Other**  
2 (0.01%)

## Content Overview

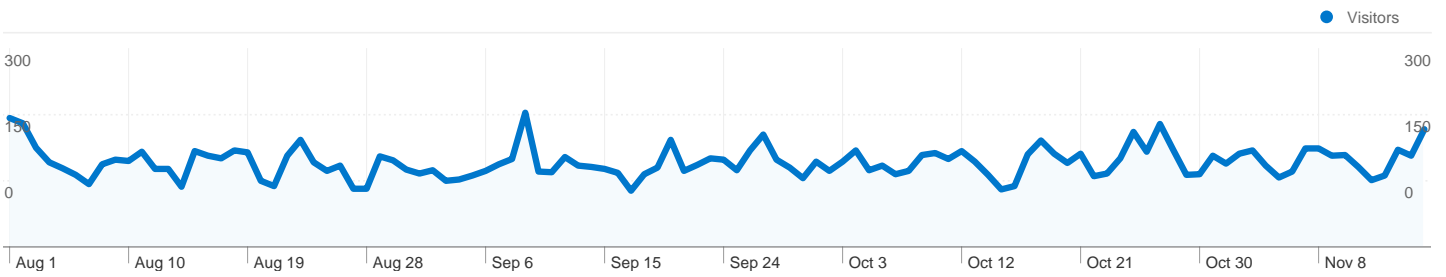
Pages	Pageviews	% Pageviews
/	9,092	17.29%
/find-us	3,278	6.23%
/our-work/youth/fyi/lockins	2,541	4.83%
/we-believe	1,586	3.02%
/synod-office	1,551	2.95%

## Goals Overview



Goal Conversions

23



## 10,570 people visited this site


 **15,336** Visits

 **10,570** Absolute Unique Visitors

 **52,598** Pageviews

 **3.43** Average Pageviews

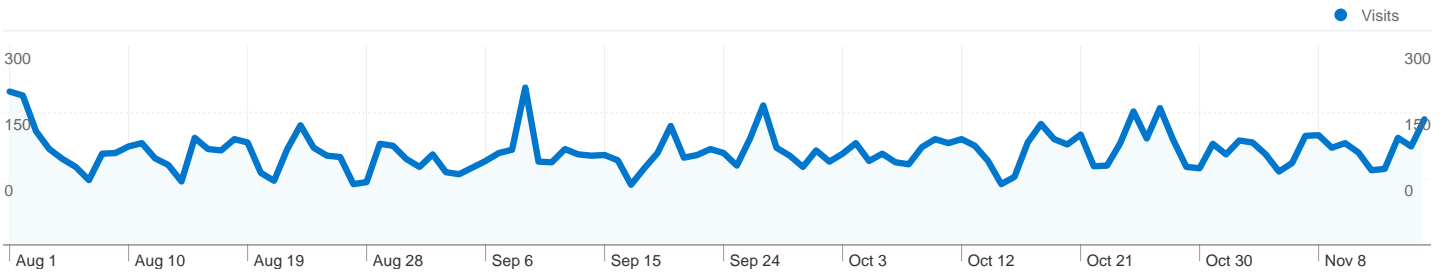
 **00:01:46** Time on Site

 **59.81%** Bounce Rate




 **64.26%** New Visits

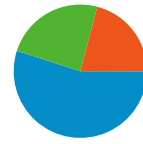
## Technical Profile

Browser	Visits	% visits
Internet Explorer	6,349	41.40%
Firefox	3,591	23.42%
Safari	2,726	17.78%
Chrome	1,952	12.73%
Android Browser	341	2.22%



**All traffic sources sent a total of 15,336 visits**

-  **20.89%** Direct Traffic
-  **24.16%** Referring Sites
-  **54.94%** Search Engines

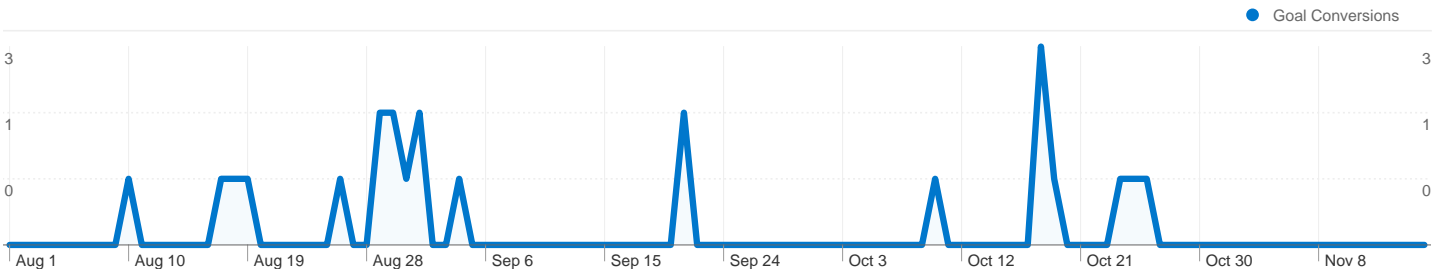


- **Search Engines**  
8,426.00 (54.94%)
- **Referring Sites**  
3,705.00 (24.16%)
- **Direct Traffic**  
3,203.00 (20.89%)
- **Other**  
2 (0.01%)

**Top Traffic Sources**

Sources	Visits	% visits
google (organic)	6,632	43.24%
(direct) ((none))	3,203	20.89%
bing (organic)	773	5.04%
yahoo (organic)	720	4.69%
facebook.com (referral)	678	4.42%

Keywords	Visits	% visits
evangelical lutheran synod	1,323	15.70%
els	262	3.11%
(not set)	206	2.44%
lock in games	108	1.28%
evangelicallutheransynod	107	1.27%



Visitors completed 23 goal conversions

 23 conversions, Goal 1: Church Directory

## Goal Performance

### Goal Conversion Rate

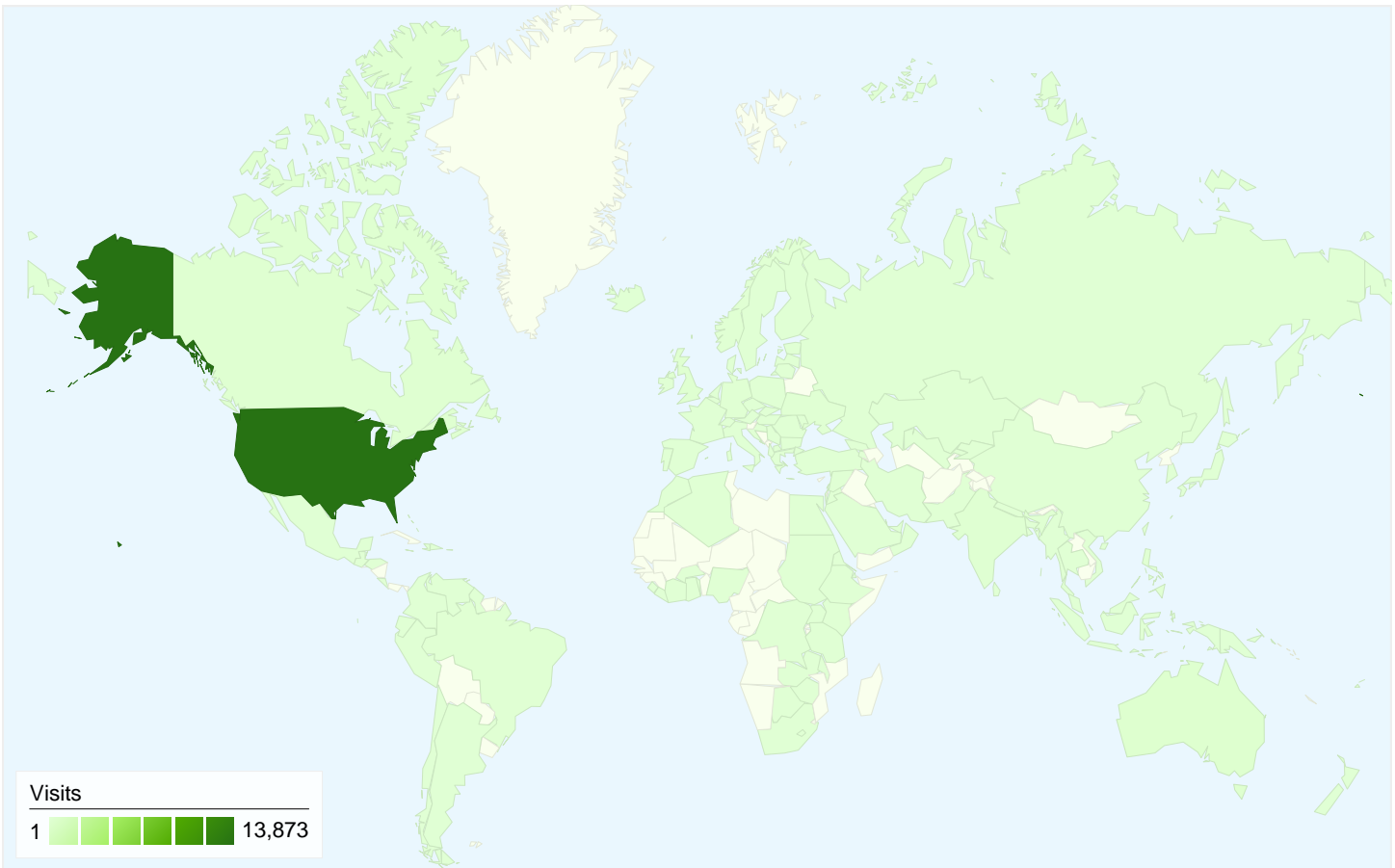


Goal Conversion Rate  
0.15%

### Total Goal Value



Total Goal Value  
\$0.00

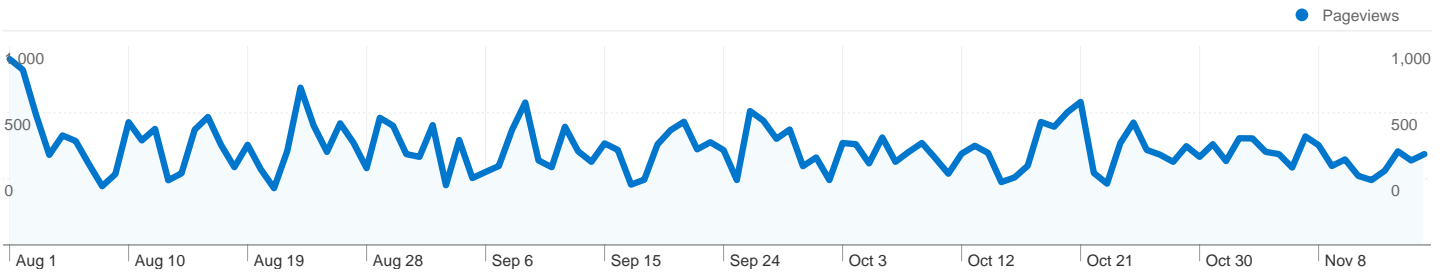


## 15,336 visits came from 123 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>	<b>13,873</b>	3.51	00:01:45	63.22%	58.70%
Australia	217	1.92	00:01:08	23.04%	80.65%
Canada	133	3.16	00:01:46	78.95%	56.39%
United Kingdom	128	1.41	00:00:57	96.88%	82.81%
(not set)	107	2.46	00:02:40	60.75%	70.09%
India	91	4.92	00:03:41	91.21%	57.14%
Brazil	54	2.80	00:01:27	74.07%	74.07%
Germany	54	2.70	00:01:02	87.04%	66.67%
Philippines	49	1.65	00:00:36	93.88%	81.63%


Norway	44	6.95	00:04:45	75.00%	34.09%
					1 - 10 of 123



**Pages on this site were viewed a total of 52,598 times**

 **52,598** Pageviews

 **38,151** Unique Views

 **59.81%** Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	9,092	17.29%
/find-us	3,278	6.23%
/our-work/youth/fyi/lockins	2,541	4.83%
/we-believe	1,586	3.02%
/synod-office	1,551	2.95%