

Site Usage

165,002 Visits

18.04% Bounce Rate

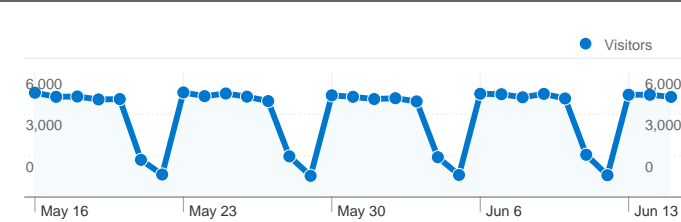
609,206 Pageviews

00:03:06 Avg. Time on Site

3.69 Pages/Visit

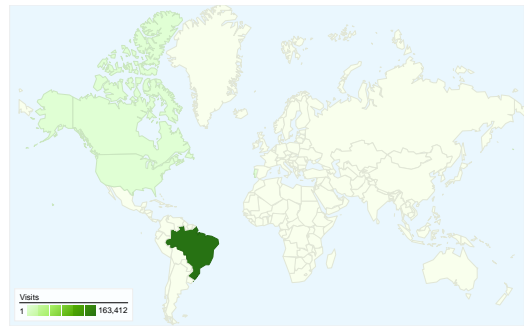
29.19% % New Visits

Visitors Overview

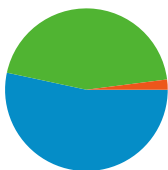


Visitors
67,926

Map Overlay



Traffic Sources Overview

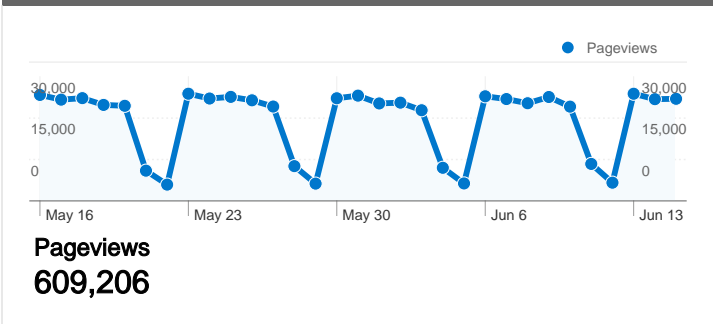


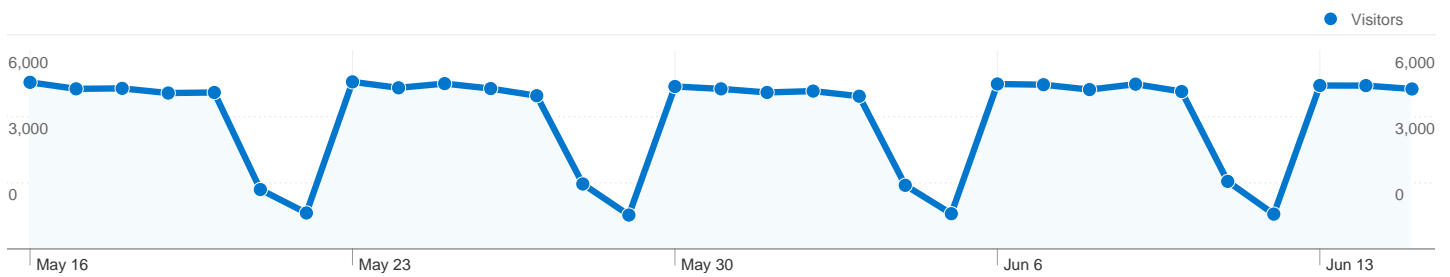
- **Direct Traffic**
88,052.00 (53.36%)
- **Search Engines**
73,621.00 (44.62%)
- **Referring Sites**
3,329.00 (2.02%)

Content Overview

Pages	Pageviews	% Pageviews
/	161,777	26.56%
/categoria	800	0.13%
/busca/avancada	707	0.12%
/busca/basica/banco do	565	0.09%
/opinioes	547	0.09%

Pageviews for all visitors





67,926 people visited this site

165,002 Visits

67,926 Absolute Unique Visitors

609,206 Pageviews

3.69 Average Pageviews

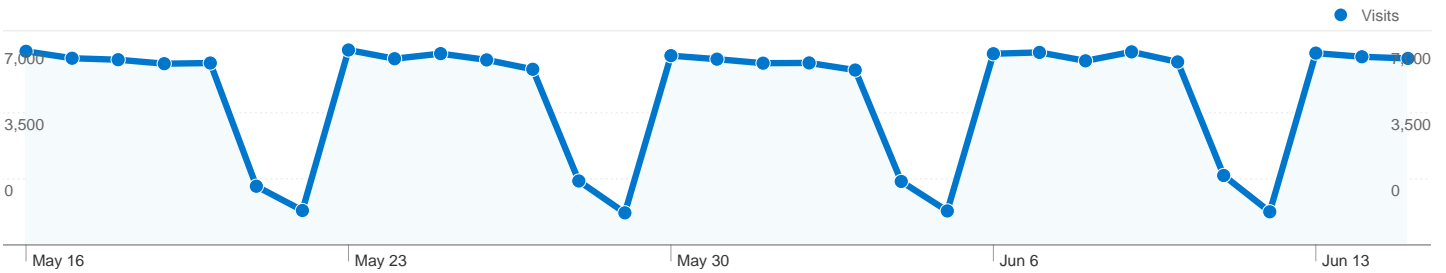
00:03:06 Time on Site

18.04% Bounce Rate

29.19% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	111,699	67.70%	Unknown	165,002	100.00%
Firefox	26,534	16.08%			
Chrome	22,034	13.35%			
Safari	2,500	1.52%			
IE with Chrome Frame	973	0.59%			

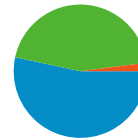


All traffic sources sent a total of 165,002 visits

53.36% Direct Traffic

2.02% Referring Sites

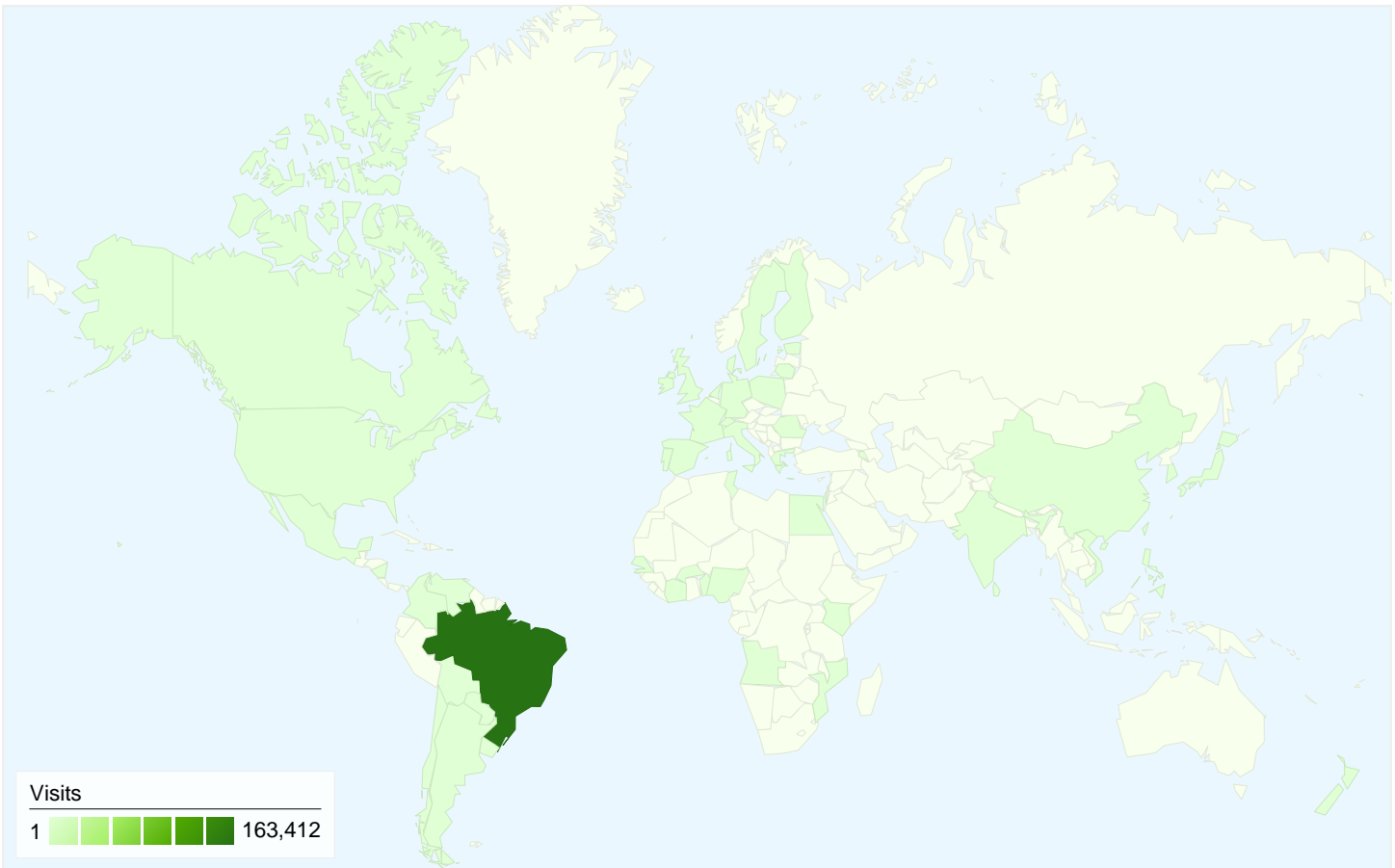
44.62% Search Engines



- **Direct Traffic**
88,052.00 (53.36%)
- **Search Engines**
73,621.00 (44.62%)
- **Referring Sites**
3,329.00 (2.02%)

Top Traffic Sources

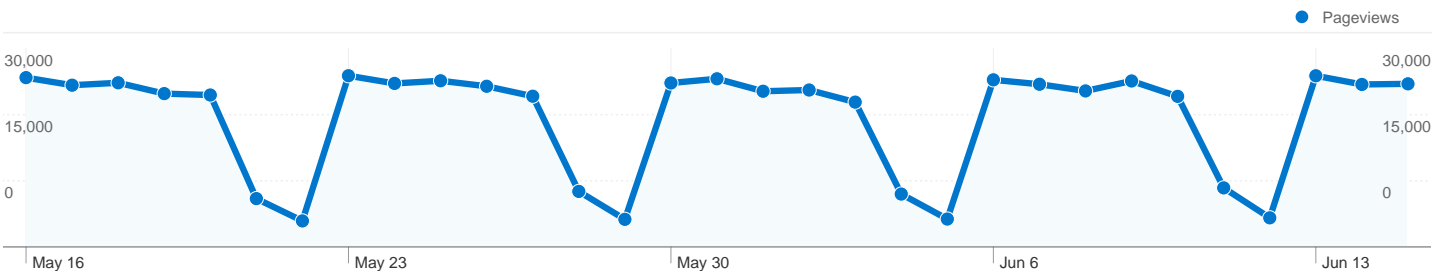
Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	88,052	53.36%	lecto	33,301	45.23%
google (organic)	67,425	40.86%	lecto sao carlos	10,253	13.93%
bing (organic)	3,846	2.33%	www.lecto.com.br	1,518	2.06%
search (organic)	1,693	1.03%	lecto são carlos	785	1.07%
google.com.br (referral)	876	0.53%	lecto.com.br	511	0.69%



165,002 visits came from 53 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
165,002 % of Site Total: 100.00%	3.69 Site Avg: 3.69 (0.00%)	00:03:06 Site Avg: 00:03:06 (0.00%)	29.19% Site Avg: 29.19% (0.02%)	18.04% Site Avg: 18.04% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Brazil	163,412	3.70	00:03:06	29.05%	17.91%	
(not set)	887	3.79	00:02:36	34.50%	16.35%	
United States	336	3.13	00:01:38	34.82%	31.55%	
Portugal	107	1.11	00:00:07	100.00%	94.39%	
Canada	53	2.47	00:01:40	24.53%	30.19%	
United Kingdom	20	2.10	00:01:01	65.00%	60.00%	
China	19	2.47	00:02:40	68.42%	68.42%	
France	18	4.06	00:03:12	77.78%	55.56%	
Japan	12	1.25	00:00:20	100.00%	83.33%	

Kenya	12	3.00	00:00:48	0.00%	8.33%
					1 - 10 of 53



Pages on this site were viewed a total of 609,206 times

609,206 Pageviews

535,860 Unique Views

18.04% Bounce Rate

AdSense Performance

111,262 AdSense Page Impressions

\$95.73 AdSense Revenue

112,574 AdSense Unit Impressions

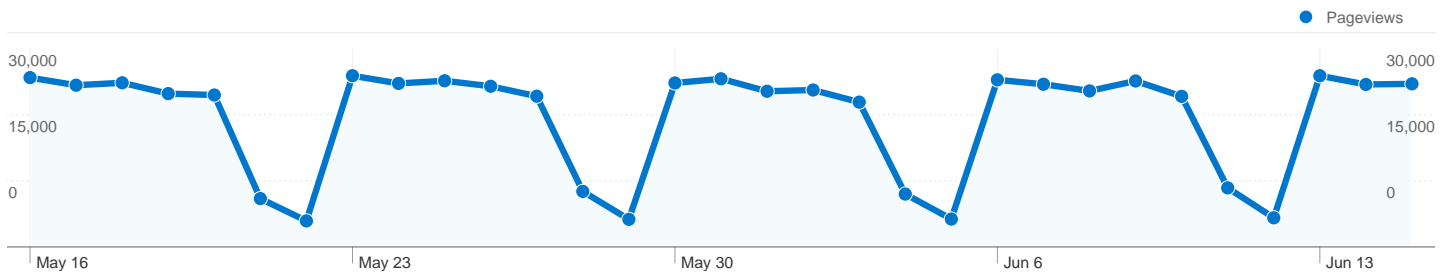
Top Content

Pages	Pageviews	% Pageviews
/	161,777	26.56%
/categoria	800	0.13%
/busca/avancada	707	0.12%
/busca/basica/banco do brasil/keyword/saocarlos/0	565	0.09%
/opinioes	547	0.09%

Pageviews for all visitors

May 16, 2011 - Jun 15, 2011

Comparing to: Site



609,206 Pageviews

Monday, May 16, 2011	4.20% (25,607)
Tuesday, May 17, 2011	4.02% (24,464)
Wednesday, May 18, 2011	4.08% (24,827)
Thursday, May 19, 2011	3.81% (23,190)
Friday, May 20, 2011	3.77% (22,977)
Saturday, May 21, 2011	1.20% (7,307)
Sunday, May 22, 2011	0.65% (3,935)
Monday, May 23, 2011	4.25% (25,897)
Tuesday, May 24, 2011	4.06% (24,733)
Wednesday, May 25, 2011	4.13% (25,132)
Thursday, May 26, 2011	3.99% (24,302)
Friday, May 27, 2011	3.74% (22,798)
Saturday, May 28, 2011	1.38% (8,398)
Sunday, May 29, 2011	0.69% (4,174)
Monday, May 30, 2011	4.07% (24,799)
Tuesday, May 31, 2011	4.17% (25,432)
Wednesday, June 1, 2011	3.87% (23,549)
Thursday, June 2, 2011	3.90% (23,737)
Friday, June 3, 2011	3.60% (21,903)
Saturday, June 4, 2011	1.31% (7,997)
Sunday, June 5, 2011	0.69% (4,218)
Monday, June 6, 2011	4.15% (25,275)
Tuesday, June 7, 2011	4.04% (24,607)
Wednesday, June 8, 2011	3.87% (23,596)
Thursday, June 9, 2011	4.12% (25,102)
Friday, June 10, 2011	3.74% (22,777)

Saturday, June 11, 2011	1.47% (8,934)
Sunday, June 12, 2011	0.72% (4,402)
Monday, June 13, 2011	4.25% (25,891)
Tuesday, June 14, 2011	4.03% (24,577)
Wednesday, June 15, 2011	4.05% (24,669)