

Site Usage

735 Visits

Previous: 594 (23.74%)

70.75% Bounce Rate

Previous: 65.15% (8.59%)

1,215 Pageviews

Previous: 1,041 (16.71%)

00:01:03 Avg. Time on Site

Previous: 00:01:10 (-9.90%)

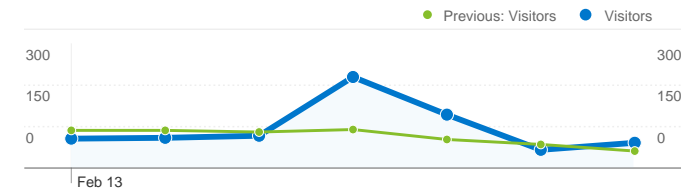
1.65 Pages/Visit

Previous: 1.75 (-5.68%)

66.39% % New Visits

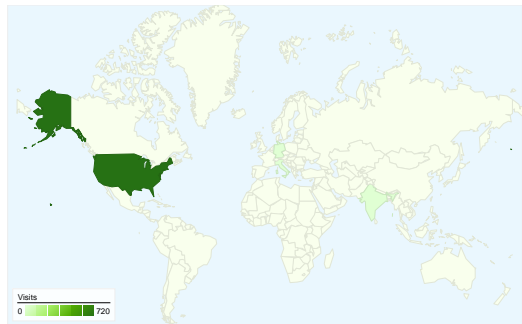
Previous: 56.23% (18.08%)

Visitors Overview

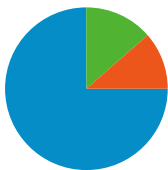


Visitors
604

Map Overlay



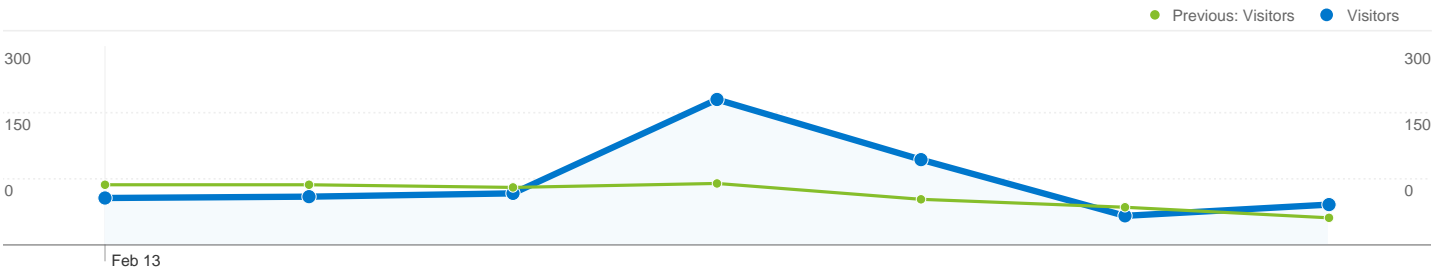
Traffic Sources Overview



- **Search Engines**
551.00 (74.97%)
- **Referring Sites**
100.00 (13.61%)
- **Direct Traffic**
84.00 (11.43%)

Top Content		
Page	Pageviews	% visits
/newsreleases.htm		
Feb 13, 2012 - Feb 19, 2012	300	24.69%
Feb 6, 2012 - Feb 12, 2012	284	27.28%
% Change	5.63%	-9.49%
/index.htm		
Feb 13, 2012 - Feb 19, 2012	275	22.63%
Feb 6, 2012 - Feb 12, 2012	233	22.38%
% Change	18.03%	1.12%
/fallenofficers.htm		
Feb 13, 2012 - Feb 19, 2012	154	12.67%
Feb 6, 2012 - Feb 12, 2012	4	0.38%
% Change	3,750.00%	3,198.64%
/saleinfo.htm		
Feb 13, 2012 - Feb 19, 2012	130	10.70%
Feb 6, 2012 - Feb 12, 2012	132	12.68%
% Change	-1.52%	-15.62%
/departments/jailinfo.htm		
Feb 13, 2012 - Feb 19, 2012	121	9.96%
Feb 6, 2012 - Feb 12, 2012	114	10.95%
% Change	6.14%	-9.06%

Content Overview		
Pages	Pageviews	% Pageviews
/newsreleases.htm		
Feb 13, 2012 - Feb 19, 2012	300	24.69%
Feb 6, 2012 - Feb 12, 2012	284	27.28%
% Change	5.63%	-9.49%
/index.htm		
Feb 13, 2012 - Feb 19, 2012	275	22.63%
Feb 6, 2012 - Feb 12, 2012	233	22.38%
% Change	18.03%	1.12%
/fallenofficers.htm		
Feb 13, 2012 - Feb 19, 2012	154	12.67%
Feb 6, 2012 - Feb 12, 2012	4	0.38%
% Change	3,750.00%	3,198.64%
/saleinfo.htm		
Feb 13, 2012 - Feb 19, 2012	130	10.70%
Feb 6, 2012 - Feb 12, 2012	132	12.68%
% Change	-1.52%	-15.62%
/departments/jailinfo.htm		
Feb 13, 2012 - Feb 19, 2012	121	9.96%
Feb 6, 2012 - Feb 12, 2012	114	10.95%
% Change	6.14%	-9.06%



604 people visited this site

735 Visits

Previous: 594 (23.74%)

604 Absolute Unique Visitors

Previous: 454 (33.04%)

1,215 Pageviews

Previous: 1,041 (16.71%)

1.65 Average Pageviews

Previous: 1.75 (-5.68%)

00:01:03 Time on Site

Previous: 00:01:10 (-9.90%)

70.75% Bounce Rate

Previous: 65.15% (8.59%)

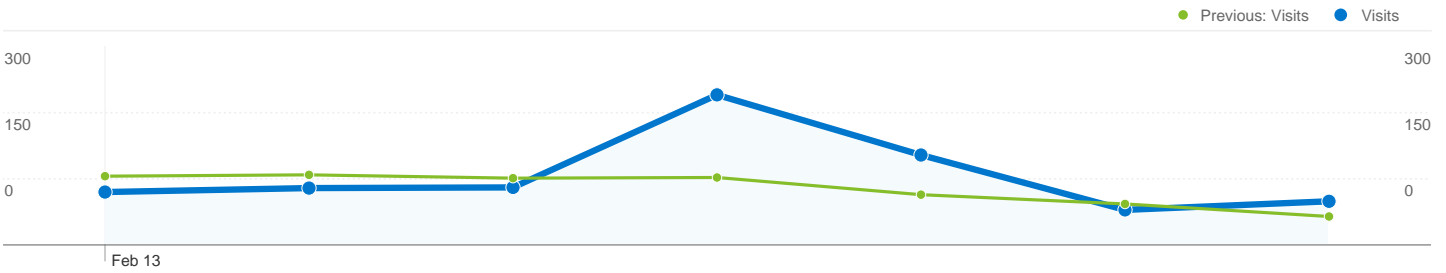
66.39% New Visits

Previous: 56.23% (18.08%)

Technical Profile

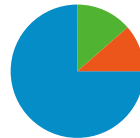
Browser	Visits	% visits
Internet Explorer		
Feb 13, 2012 - Feb 19, 2012	433	58.91%
Feb 6, 2012 - Feb 12, 2012	386	64.98%
% Change	12.18%	-9.34%
Firefox		
Feb 13, 2012 - Feb 19, 2012	92	12.52%
Feb 6, 2012 - Feb 12, 2012	85	14.31%
% Change	8.24%	-12.53%

Safari		
Feb 13, 2012 - Feb 19, 2012	86	11.70%
Feb 6, 2012 - Feb 12, 2012	30	5.05%
% Change	186.67%	131.67%
Android Browser		
Feb 13, 2012 - Feb 19, 2012	54	7.35%
Feb 6, 2012 - Feb 12, 2012	38	6.40%
% Change	42.11%	14.84%
Chrome		
Feb 13, 2012 - Feb 19, 2012	47	6.39%
Feb 6, 2012 - Feb 12, 2012	42	7.07%
% Change	11.90%	-9.56%



All traffic sources sent a total of 735 visits

- 11.43% Direct Traffic**
 Previous: 14.81% (-22.86%)
- 13.61% Referring Sites**
 Previous: 14.65% (-7.11%)
- 74.97% Search Engines**
 Previous: 70.54% (6.28%)



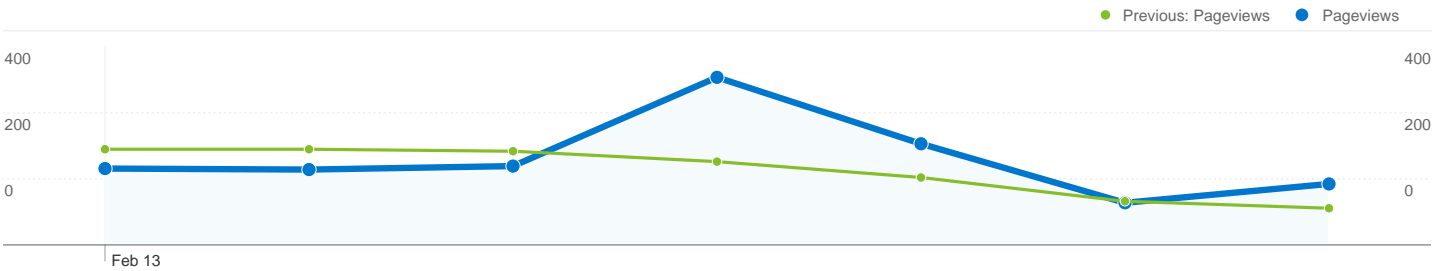
- **Search Engines**
551.00 (74.97%)
- **Referring Sites**
100.00 (13.61%)
- **Direct Traffic**
84.00 (11.43%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Feb 13, 2012 - Feb 19, 2012	375	51.02%
Feb 6, 2012 - Feb 12, 2012	215	36.20%
% Change	74.42%	40.96%
bing (organic)		
Feb 13, 2012 - Feb 19, 2012	101	13.74%
Feb 6, 2012 - Feb 12, 2012	110	18.52%
% Change	-8.18%	-25.80%
(direct) ((none))		
Feb 13, 2012 - Feb 19, 2012	84	11.43%
Feb 6, 2012 - Feb 12, 2012	88	14.81%
% Change	-4.55%	-22.86%
co.clay.ia.us (referral)		
Feb 13, 2012 - Feb 19, 2012	70	9.52%
Feb 6, 2012 - Feb 12, 2012	63	10.61%
% Change	11.11%	-10.20%
yahoo (organic)		

Keywords	Visits	% visits
(not provided)		
Feb 13, 2012 - Feb 19, 2012	46	8.35%
Feb 6, 2012 - Feb 12, 2012	22	5.25%
% Change	109.09%	59.00%
clay county iowa sheriff		
Feb 13, 2012 - Feb 19, 2012	31	5.63%
Feb 6, 2012 - Feb 12, 2012	24	5.73%
% Change	29.17%	-1.78%
clay county deputy killed		
Feb 13, 2012 - Feb 19, 2012	19	3.45%
Feb 6, 2012 - Feb 12, 2012	0	0.00%
% Change	100.00%	100.00%
clay county deputy shot		
Feb 13, 2012 - Feb 19, 2012	17	3.09%
Feb 6, 2012 - Feb 12, 2012	0	0.00%
% Change	100.00%	100.00%
clay county sheriff		

Feb 13, 2012 - Feb 19, 2012	56	7.62%	Feb 13, 2012 - Feb 19, 2012	17	3.09%
Feb 6, 2012 - Feb 12, 2012	79	13.30%	Feb 6, 2012 - Feb 12, 2012	12	2.86%
% Change	-29.11%	-42.71%	% Change	41.67%	7.73%

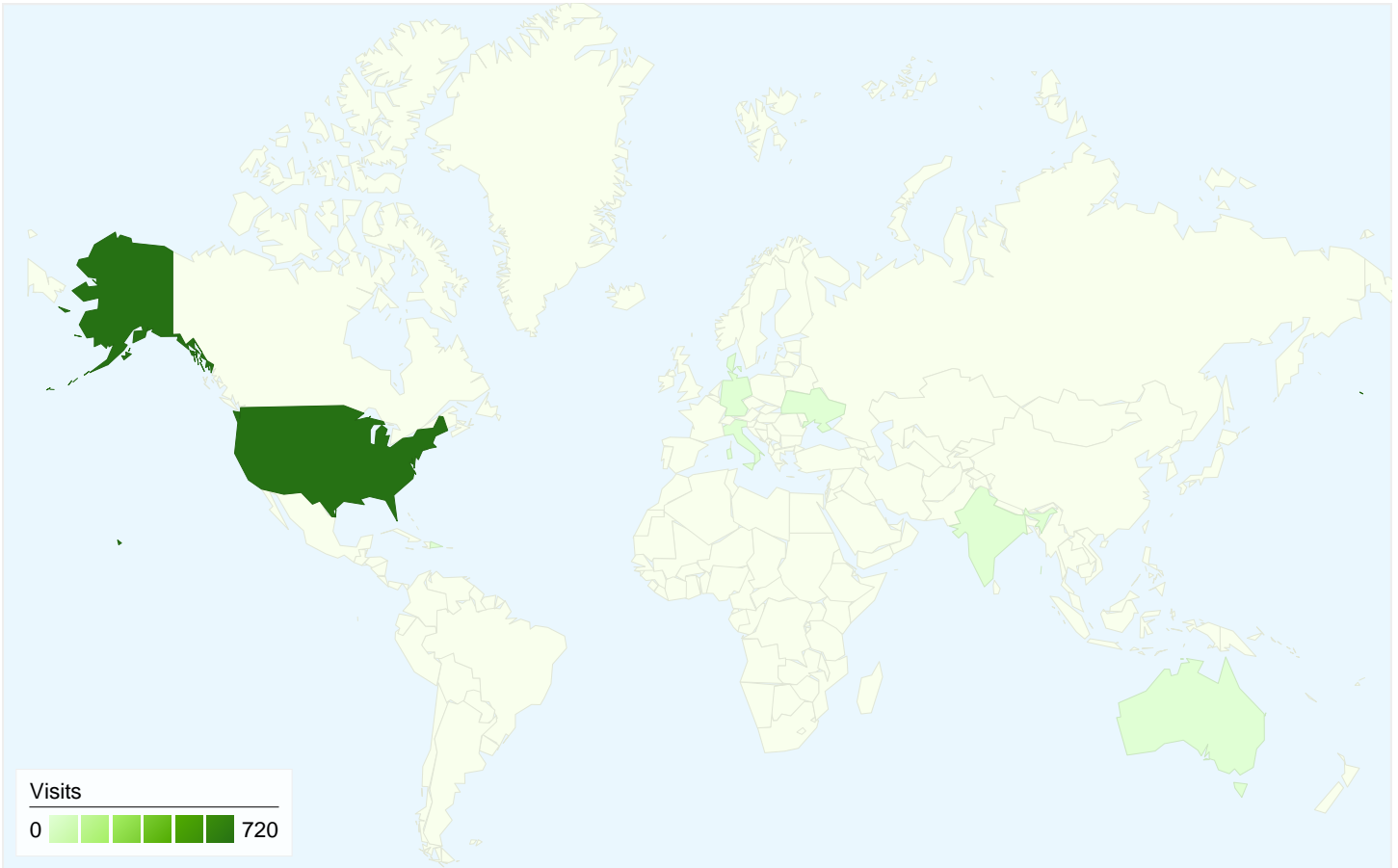


26 pages were viewed a total of 1,215 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
1,215 Previous: 1,041 (16.71%)	1,022 Previous: 886 (15.35%)	00:01:37 Previous: 00:01:34 (3.79%)	70.75% Previous: 65.15% (8.59%)	60.49% Previous: 57.06% (6.02%)	\$0.00 Previous: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/newsreleases.htm						
February 13, 2012 - February 19, 2012	300	271	00:01:56	84.88%	77.00%	\$0.00
February 6, 2012 - February 12, 2012	284	251	00:02:41	83.24%	76.76%	\$0.00
% Change	5.63%	7.97%	-27.50%	1.96%	0.31%	0.00%
/index.htm						
February 13, 2012 - February 19, 2012	275	199	00:01:22	37.08%	39.27%	\$0.00
February 6, 2012 - February 12, 2012	233	184	00:00:36	34.13%	36.48%	\$0.00
% Change	18.03%	8.15%	127.53%	8.63%	7.65%	0.00%
/fallenofficers.htm						
February 13, 2012 - February 19, 2012	154	148	00:03:24	93.71%	92.21%	\$0.00
February 6, 2012 - February 12, 2012	4	3	00:07:51	66.67%	75.00%	\$0.00
% Change	3,750.00%	4,833.33%	-56.62%	40.56%	22.94%	0.00%
/saleinfo.htm						
February 13, 2012 - February 19, 2012	130	114	00:04:04	75.00%	68.46%	\$0.00
February 6, 2012 - February 12, 2012	132	118	00:04:02	77.11%	69.70%	\$0.00
% Change	-1.52%	-3.39%	0.56%	-2.73%	-1.77%	0.00%
/departments/jailinfo.htm						
February 13, 2012 - February 19, 2012	121	89	00:01:04	65.82%	58.68%	\$0.00

February 6, 2012 - February 12, 2012	114	94	00:01:42	70.00%	70.18%	\$0.00
% Change	6.14%	-5.32%	-37.22%	-5.97%	-16.38%	0.00%
/departments/jail.htm						
February 13, 2012 - February 19, 2012	26	21	00:01:06	25.00%	23.08%	\$0.00
February 6, 2012 - February 12, 2012	24	18	00:00:19	60.00%	37.50%	\$0.00
% Change	8.33%	16.67%	251.06%	-58.33%	-38.46%	0.00%
/meetstaff.htm						
February 13, 2012 - February 19, 2012	26	21	00:00:55	75.00%	30.77%	\$0.00
February 6, 2012 - February 12, 2012	38	32	00:00:47	0.00%	36.84%	\$0.00
% Change	-31.58%	-34.38%	17.47%	100.00%	-16.48%	0.00%
/crimeprevention/sexoffender.htm						
February 13, 2012 - February 19, 2012	24	20	00:01:25	60.00%	70.83%	\$0.00
February 6, 2012 - February 12, 2012	34	28	00:02:11	62.50%	52.94%	\$0.00
% Change	-29.41%	-28.57%	-34.76%	-4.00%	33.80%	0.00%
/crimeoftheweek.htm						
February 13, 2012 - February 19, 2012	21	20	00:01:01	0.00%	23.81%	\$0.00
February 6, 2012 - February 12, 2012	36	32	00:00:52	0.00%	16.67%	\$0.00
% Change	-41.67%	-37.50%	16.26%	0.00%	42.86%	0.00%
/search.htm						
February 13, 2012 - February 19, 2012	20	17	00:00:37	0.00%	10.00%	\$0.00
February 6, 2012 - February 12, 2012	18	16	00:00:46	0.00%	27.78%	\$0.00
% Change	11.11%	6.25%	-19.97%	0.00%	-64.00%	0.00%
1 - 10 of 26						

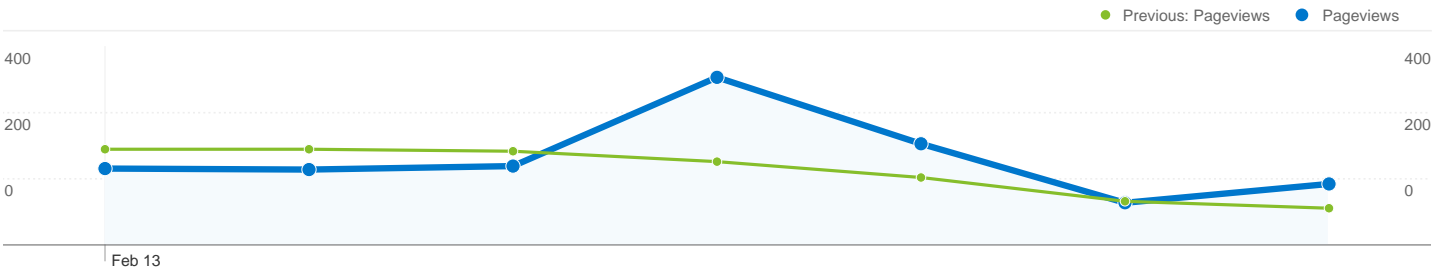


735 visits came from 9 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
735 Previous: 594 (23.74%)	1.65 Previous: 1.75 (-5.68%)	00:01:03 Previous: 00:01:10 (-9.90%)	66.39% Previous: 56.23% (18.08%)	70.75% Previous: 65.15% (8.59%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
February 13, 2012 - February 19, 2012	720	1.65	00:01:04	66.25%	71.25%
February 6, 2012 - February 12, 2012	584	1.74	00:01:11	56.16%	65.41%
% Change	23.29%	-5.68%	-9.45%	17.96%	8.93%
(not set)					
February 13, 2012 - February 19, 2012	5	1.80	00:00:48	80.00%	40.00%
February 6, 2012 - February 12, 2012	3	3.33	00:02:03	33.33%	33.33%
% Change	66.67%	-46.00%	-61.03%	140.00%	20.00%
India					
February 13, 2012 - February 19, 2012	3	1.33	00:00:36	66.67%	66.67%

February 6, 2012 - February 12, 2012	5	1.80	00:00:30	60.00%	60.00%
% Change	-40.00%	-25.93%	21.62%	11.11%	11.11%
Italy					
February 13, 2012 - February 19, 2012	2	2.00	00:00:21	50.00%	50.00%
February 6, 2012 - February 12, 2012	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Germany					
February 13, 2012 - February 19, 2012	2	3.50	00:01:09	100.00%	50.00%
February 6, 2012 - February 12, 2012	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Dominican Republic					
February 13, 2012 - February 19, 2012	2	2.50	00:00:22	50.00%	0.00%
February 6, 2012 - February 12, 2012	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
Australia					
February 13, 2012 - February 19, 2012	1	1.00	00:00:00	100.00%	100.00%
February 6, 2012 - February 12, 2012	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
Denmark					
February 13, 2012 - February 19, 2012	0	0.00	00:00:00	0.00%	0.00%
February 6, 2012 - February 12, 2012	1	2.00	00:00:50	100.00%	0.00%
% Change	-100.00%	-100.00%	-100.00%	-100.00%	0.00%
Ukraine					
February 13, 2012 - February 19, 2012	0	0.00	00:00:00	0.00%	0.00%
February 6, 2012 - February 12, 2012	1	1.00	00:00:00	100.00%	100.00%
% Change	-100.00%	-100.00%	0.00%	-100.00%	-100.00%
					1 - 9 of 9



Pages on this site were viewed a total of 1,215 times

1,215 Pageviews

Previous: 1,041 (16.71%)

1,022 Unique Views

Previous: 886 (15.35%)

70.75% Bounce Rate

Previous: 65.15% (8.59%)

Top Content

Pages	Pageviews	% Pageviews
/newsreleases.htm		
Feb 13, 2012 - Feb 19, 2012	300	24.69%
Feb 6, 2012 - Feb 12, 2012	284	27.28%
% Change	5.63%	-9.49%
/index.htm		
Feb 13, 2012 - Feb 19, 2012	275	22.63%
Feb 6, 2012 - Feb 12, 2012	233	22.38%
% Change	18.03%	1.12%
/fallenofficers.htm		
Feb 13, 2012 - Feb 19, 2012	154	12.67%
Feb 6, 2012 - Feb 12, 2012	4	0.38%
% Change	3,750.00%	3,198.64%
/saleinfo.htm		
Feb 13, 2012 - Feb 19, 2012	130	10.70%
Feb 6, 2012 - Feb 12, 2012	132	12.68%
% Change	-1.52%	-15.62%
/departments/jailinfo.htm		

Feb 13, 2012 - Feb 19, 2012	121	9.96%
Feb 6, 2012 - Feb 12, 2012	114	10.95%
% Change	6.14%	-9.06%