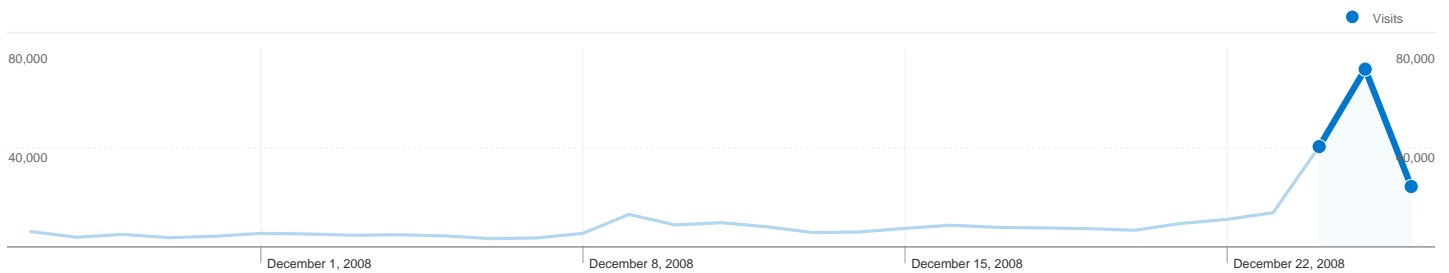


# Is It Christmas? Dashboard

Dec 24, 2008 - Dec 26, 2008  
Comparing to: Site



## Site Usage

136,551 Visits

83.94% Bounce Rate

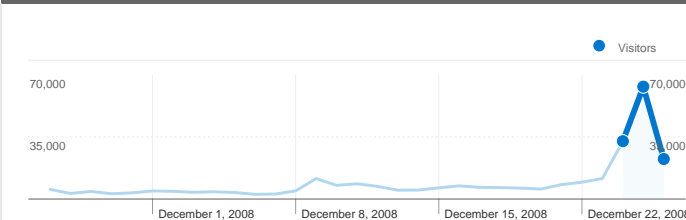
174,574 Pageviews

00:00:46 Avg. Time on Site

1.28 Pages/Visit

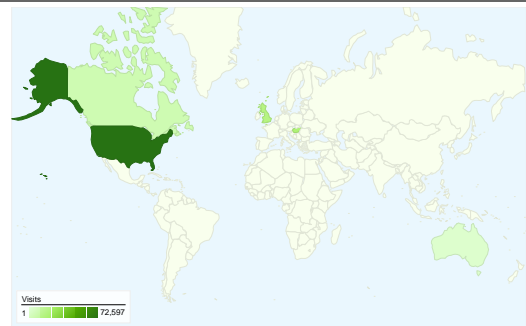
67.87% % New Visits

## Visitors Overview

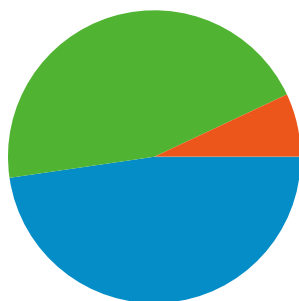


Visitors  
105,070

## Map Overlay world



## Traffic Sources Overview



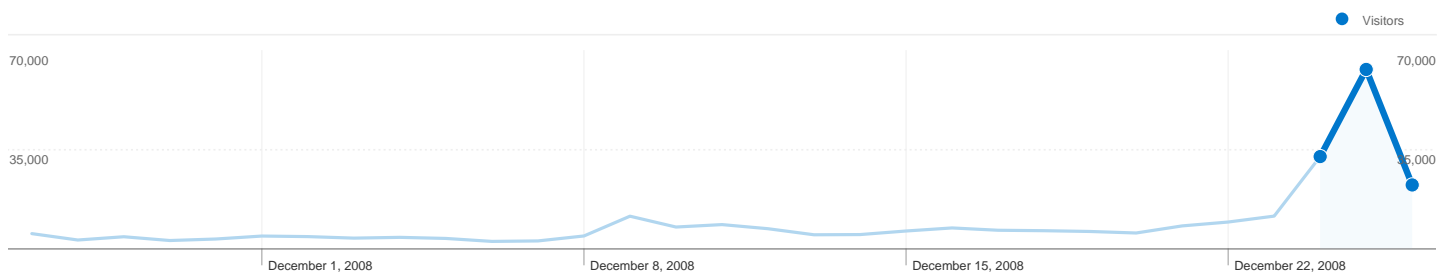
■ Referring Sites  
65,131.00 (47.70%)  
■ Direct Traffic  
61,874.00 (45.31%)  
■ Search Engines  
9,544.00 (6.99%)  
■ Other  
2 (> 0.00%)

## Content Overview

| Pages                     | Pageviews | % Pageviews |
|---------------------------|-----------|-------------|
| /                         | 173,084   | 99.15%      |
| /???=                     | 609       | 0.35%       |
| /?2008=                   | 328       | 0.19%       |
| /?submit=                 | 53        | 0.03%       |
| /search?q=cache:uQOLyEV2w | 33        | 0.02%       |

# Is It Christmas? Visitors Overview

Dec 24, 2008 - Dec 26, 2008  
Comparing to: Site



105,070 people visited this site

136,551 Visits

105,070 Absolute Unique Visitors

174,574 Pageviews

1.28 Average Pageviews

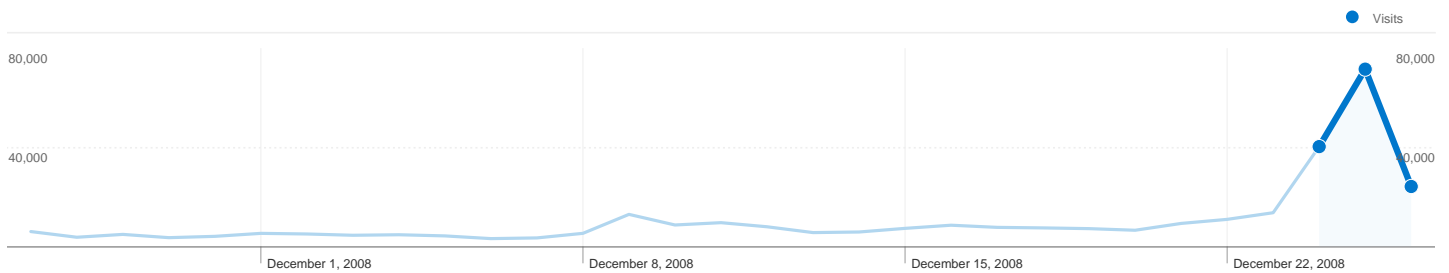
00:00:46 Time on Site

83.94% Bounce Rate

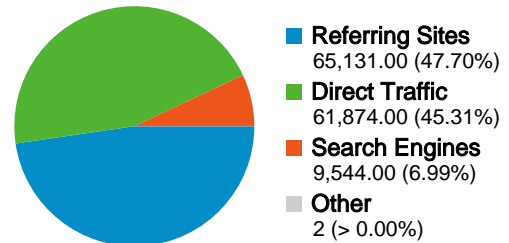
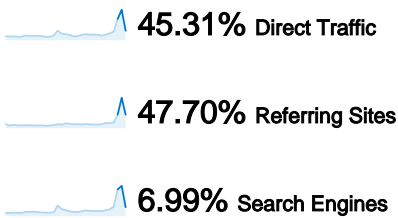
67.87% New Visits

## Technical Profile

| Browser           |        |          | Connection Speed |        |          |
|-------------------|--------|----------|------------------|--------|----------|
| Browser           | Visits | % visits | Connection Speed | Visits | % visits |
| Firefox           | 78,260 | 57.31%   | Cable            | 58,476 | 42.82%   |
| Internet Explorer | 32,379 | 23.71%   | DSL              | 45,298 | 33.17%   |
| Safari            | 16,135 | 11.82%   | Unknown          | 27,321 | 20.01%   |
| Chrome            | 4,949  | 3.62%    | T1               | 3,183  | 2.33%    |
| Opera             | 3,258  | 2.39%    | Dialup           | 1,818  | 1.33%    |

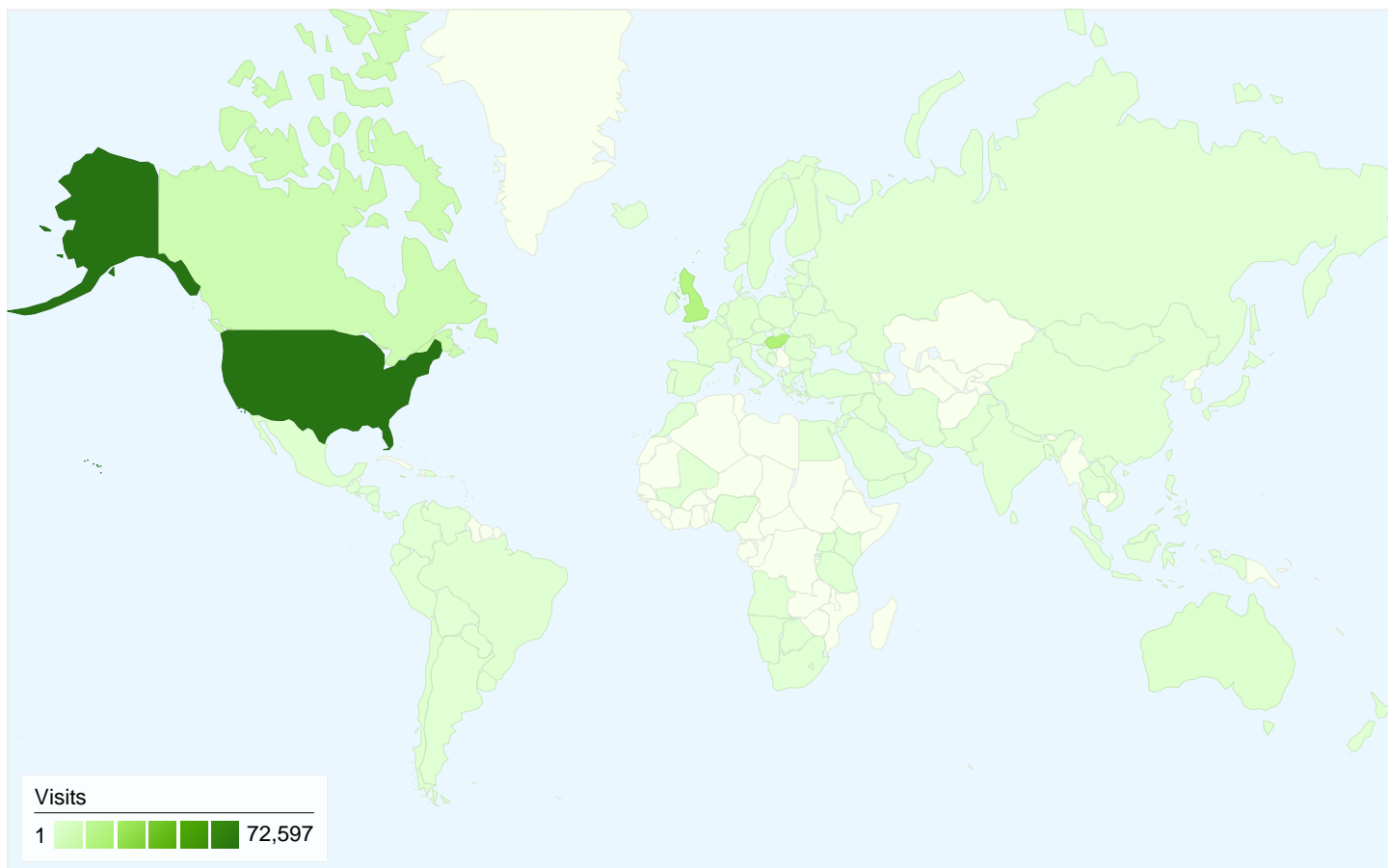


All traffic sources sent a total of 136,551 visits



## Top Traffic Sources

| Sources                     | Visits | % visits | Keywords            | Visits | % visits |
|-----------------------------|--------|----------|---------------------|--------|----------|
| (direct) ((none))           | 61,874 | 45.31%   | is it christmas     | 2,856  | 29.92%   |
| collegehumor.com (referral) | 11,048 | 8.09%    | isitchristmas       | 1,932  | 20.24%   |
| facebook.com (referral)     | 9,584  | 7.02%    | is it christmas yet | 927    | 9.71%    |
| google (organic)            | 9,101  | 6.66%    | isitchristmas.com   | 794    | 8.32%    |
| reddit.com (referral)       | 7,550  | 5.53%    | christmas           | 615    | 6.44%    |



## 136,551 visits came from 135 countries/territories

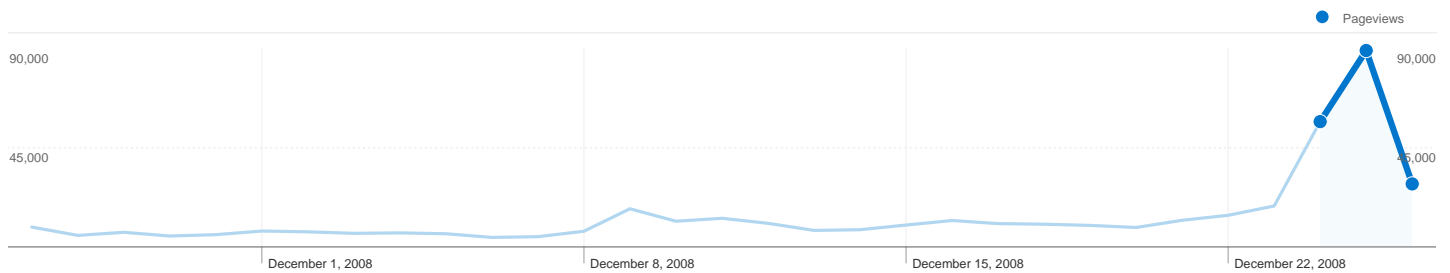
### Site Usage

|  |  |  |   |  |              |             |
|--|--|--|---|--|--------------|-------------|
| <b>Visits</b><br><b>136,551</b><br>% of Site Total:<br>100.00% | <b>Pages/Visit</b><br><b>1.28</b><br>Site Avg:<br>1.28 (0.00%) | <b>Avg. Time on Site</b><br><b>00:00:46</b><br>Site Avg:<br>00:00:46 (0.00%) | <b>% New Visits</b><br><b>68.14%</b><br>Site Avg:<br>67.87% (0.39%) | <b>Bounce Rate</b><br><b>83.94%</b><br>Site Avg:<br>83.94% (0.00%) |              |             |
| Country/Territory  |  | Visits   | Pages/Visit   | Avg. Time on Site  | % New Visits | Bounce Rate |
| United States  |  | 72,597   | 1.29  | 00:00:49   | 71.79%       | 84.35%      |
| Hungary  |  | 20,288   | 1.25  | 00:00:37   | 53.54%       | 82.74%      |
| United Kingdom   |  | 17,575   | 1.29  | 00:00:55   | 67.70%       | 83.50%      |
| Canada   |  | 7,478  | 1.25  | 00:00:49   | 70.87%       | 84.26%      |
| Australia  |  | 1,528  | 1.18  | 00:00:32   | 72.71%       | 87.37%      |
| Sweden   |  | 1,267  | 1.20  | 00:00:23   | 48.70%       | 86.66%      |
| Germany  |  | 1,191  | 1.23  | 00:01:00   | 64.32%       | 85.22%      |
| Ireland  |  | 928  | 1.30  | 00:00:47   | 64.87%       | 79.42%      |
| Mexico   |  | 921  | 1.26  | 00:00:28   | 67.10%       | 83.06%      |
| Lithuania  |  | 901  | 1.12  | 00:00:09   | 55.83%       | 91.23%      |

|                |     |      |          |        |        |
|----------------|-----|------|----------|--------|--------|
| Belgium        | 867 | 1.23 | 00:00:17 | 92.39% | 84.08% |
| Spain          | 820 | 1.21 | 00:00:24 | 78.41% | 84.63% |
| Finland        | 798 | 1.30 | 00:00:32 | 59.40% | 81.45% |
| France         | 796 | 1.18 | 00:00:23 | 77.39% | 87.31% |
| Netherlands    | 793 | 1.29 | 00:00:31 | 74.53% | 79.45% |
| Chile          | 739 | 1.32 | 00:01:09 | 60.22% | 80.24% |
| Romania        | 608 | 1.25 | 00:00:29 | 60.03% | 84.54% |
| (not set)      | 581 | 1.20 | 00:00:21 | 69.02% | 85.54% |
| Brazil         | 421 | 1.19 | 00:00:38 | 80.52% | 87.65% |
| Norway         | 417 | 1.20 | 00:00:26 | 69.54% | 83.45% |
| Slovakia       | 354 | 1.39 | 00:00:31 | 49.15% | 80.51% |
| Argentina      | 302 | 1.41 | 00:03:09 | 68.54% | 81.46% |
| Japan          | 285 | 1.25 | 00:00:32 | 76.84% | 83.51% |
| Denmark        | 285 | 1.31 | 00:00:26 | 70.18% | 82.81% |
| New Zealand    | 281 | 1.22 | 00:00:34 | 71.17% | 85.41% |
| Poland         | 257 | 1.29 | 00:00:28 | 56.42% | 80.54% |
| Italy          | 220 | 1.30 | 00:01:05 | 80.00% | 76.82% |
| Bulgaria       | 205 | 1.31 | 00:00:23 | 82.93% | 80.49% |
| Portugal       | 174 | 1.28 | 00:00:28 | 75.29% | 77.59% |
| Switzerland    | 155 | 1.32 | 00:00:51 | 69.03% | 78.71% |
| Croatia        | 148 | 1.31 | 00:00:17 | 69.59% | 80.41% |
| India          | 146 | 1.31 | 00:00:22 | 86.30% | 76.71% |
| Israel         | 138 | 1.44 | 00:00:45 | 80.43% | 75.36% |
| Singapore      | 138 | 1.29 | 00:00:21 | 81.16% | 82.61% |
| Austria        | 110 | 1.14 | 00:00:10 | 73.64% | 87.27% |
| Estonia        | 109 | 1.22 | 00:00:10 | 69.72% | 84.40% |
| South Africa   | 84  | 1.23 | 00:00:24 | 72.62% | 94.05% |
| Greece         | 82  | 1.26 | 00:00:26 | 75.61% | 78.05% |
| Philippines    | 80  | 1.19 | 00:00:21 | 85.00% | 85.00% |
| China          | 74  | 1.27 | 00:01:08 | 85.14% | 77.03% |
| Turkey         | 73  | 1.18 | 00:00:13 | 87.67% | 86.30% |
| Peru           | 73  | 1.33 | 00:00:59 | 69.86% | 79.45% |
| South Korea    | 70  | 1.37 | 00:01:31 | 75.71% | 74.29% |
| Serbia         | 66  | 1.32 | 00:00:15 | 83.33% | 86.36% |
| Czech Republic | 63  | 1.35 | 00:00:08 | 66.67% | 79.37% |
| Russia         | 59  | 1.17 | 00:00:22 | 94.92% | 83.05% |

|                      |           |      |          |        |        |
|----------------------|-----------|------|----------|--------|--------|
| Hong Kong            | <b>57</b> | 1.40 | 00:00:36 | 92.98% | 73.68% |
| Venezuela            | <b>51</b> | 1.24 | 00:00:21 | 70.59% | 82.35% |
| United Arab Emirates | <b>50</b> | 1.28 | 00:00:16 | 70.00% | 78.00% |
| Slovenia             | <b>48</b> | 1.17 | 00:00:36 | 83.33% | 89.58% |

1 - 50 of 135



Pages on this site were viewed a total of 174,574 times

 174,574 Pageviews

 136,738 Unique Views

 83.94% Bounce Rate

## Top Content

| Pages  | Pageviews | % Pageviews |
|--|-----------|-------------|
| /  | 173,084   | 99.15%      |
| /???=  | 609       | 0.35%       |
| /?2008=  | 328       | 0.19%       |
| /?submit=  | 53        | 0.03%       |
| /search?q=cache:uQOLyEV2wK4J:www.isitchristmas.com/+is+it+ | 33        | 0.02%       |