

- Audience
- Overview

Demographics
  - Language
  - Location

Behavior
  - New vs Returning
  - Frequency & Recency
  - Engagement

Technology
  - Mobile
  - Custom

Visitors Flow

Advertising

Traffic Sources

- Overview
- Sources
  - All Traffic
  - Direct
  - Referrals
  - Search
  - Campaigns
- Search Engine Optimization
- Social

Content

Conversions

- Help
- The Visitors Overview Report
- Comparing Metrics
- Using the Interactive Table
- Common Report Controls
- Video: Add Advanced Segments
- Find Your Old Reports in the New Interface

Help center

Search help center

Go

# Visitors Overview

Aug 1, 2012 - Oct 10, 2012

Advanced Segments

Email

Export

Add to Dashboard

Shortcut

BETA

% of visits: 100.00%

Overview



293 people visited this site

- Visits: 357
- Unique Visitors: 293
- Pageviews: 879
- Pages / Visit: 2.46
- Avg. Visit Duration: 00:01:17
- Bounce Rate: 62.18%
- % New Visits: 81.23%



81.23% New Visitor

290 Visits

18.77% Returning Visitor

67 Visits

Demographics	City	Visits	% Visits
Language	1. Maryland Heights	136	38.10%
Country / Territory	2. St Louis	34	9.52%
City	3. Karachi	28	7.84%
	4. Minneapolis	10	2.80%
	5. o Fallon	10	2.80%
	6. Chicago	8	2.24%
	7. Fenton	7	1.96%
	8. Ballwin	6	1.68%
	9. Allen Park	5	1.40%
	10. Stafford	5	1.40%
System			
Browser			
Operating System			
Service Provider			
Mobile			
Operating System			
Service Provider			
Screen Resolution			

view full report