

Web Site Statistical Definitions

From: WebTrends

Successful Hits for Site

Number of successful hits including HTML pages, images, forms, scripts, and downloaded files. Each file requested by a visitor registers as a hit.

Total Number of Visits

A visit is a series of actions that begins when a visitor views their first page from the server and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. The system administrator can change this time limit.

Average Visit Length

Average of all non-zero length visits in the reporting period. A zero-length visit occurs when all hits in that visit are logged with the exact same time stamp.

Page View (Impressions)

A hit to any file classified as a page.

Unique Visitors

A unique visitor is identified by their IP address, domain name, or cookie.

Average Visitors Per Weekday

The average number of visits for each individual day of the week.

Average Visitors Weekends

The average number of visits for both Saturdays and Sundays combined.

www.coveringkids.com

Key Statistics

www.coveringkids.com Data

Year 8

Please refer to attached "Web Site Statistical Definitions" for clarification.

	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Total
Successful Hits for Site	23,350	21,203	19,580	19,031	19,194	19,077	22,098	21,850	18,618	25,467	23,624	22,183	255,275
Average Hits Per Day	778	683	631	634	619	635	712	696	664	821	787	715	698
Total Number of Visits	5,979	6,135	4,879	5,197	5,123	5,723	8,246	7,584	6,032	7,733	7,299	7,591	77,521
Average Visit Length	8:07	7:05	6:50	11:15	10:36	10:06	11:27	10:34	11:00	9:31	9:50	9:10	9:38
Page Views (Impressions)	12,496	13,588	12,302	12,288	12,187	12,348	14,238	12,991	11,015	15,292	15,128	13,013	156,886
Unique Visitors	1,912	2,035	1,862	1,788	1,815	1,872	2,014	2,339	2,066	2,524	2,228	3,024	25,479
Average Visitors Per Weekday	213	213	173	185	178	199	286	253	238	262	265	255	227
Average Visitors Per Weekend	319	329	223	261	240	336	444	437	753	881	885	772	490
Most Active Day	Fri	Mon	Thur	Thur	Sun	Wed	Fri	Tue	Wed	Tue	Mon	Tue	
Least Active Day	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	
Most Active Hour	08:00-08:59	08:00-08:59	17:00-17:59	16:00-16:59	16:00-16:59	17:00-17:59	17:00-17:59	17:00-17:59	11:00-11:59	16:00-16:59	10:00-10:59	11:00-11:59	
Least Active Hour	04:00-04:59	02:00-02:59	00:00-00:59	03:00-03:59	01:00-01:59	01:00-01:59	01:00-01:59	04:00-04:59	02:00-02:59	00:00-00:59	02:00-02:59	02:00-02:59	

Key Statistics

www.coveringkids.com Data

Year 9

Please refer to attached "Web Site Statistical Definitions" for clarification.

	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Total
Successful Hits for Site	33,584	31,251	23,062	23,878	24,159	22,538	20,759	24,481	24,496	28,155	33,935	35,269	325,567
Average Hits Per Day	1,119	1,008	743	795	779	751	669	789	844	908	1,131	1,137	889
Total Number of Visits	11,969	10,457	8,363	7,372	7,333	6,997	7,295	8,441	6,604	7,719	9,686	10,607	102,843
Average Visit Length	9:46	11:40	12:19	10:19	10:50	13:04	11:31	13:59	13:14	13:31	15:32	15:55	12:38
Page Views (Impressions)	17,814	15,158	14,351	14,134	13,638	13,768	12,639	13,906	13,402	15,821	20,435	22,218	187,284
Unique Visitors	3,119	2,822	2,817	2,507	2,648	2,502	2,204	2,722	2,597	2,958	2,830	2,947	32,673
Average Visitors Per Weekday	427	356	282	255	251	243	244	280	245	269	330	365	296
Average Visitors Per Weekend	597	524	466	451	386	409	431	495	363	412	603	515	471
Most Active Day	Wed	Mon	Wed	Sun	Tue	Thurs	Sun	Wed	Tue	Mon	Tue	Thu	
Least Active Day	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	Sat	
Most Active Hour	15:00-15:59	16:00-16:59	15:00-15:59	16:00-16:59	15:00-15:59	17:00-17:59	16:00-16:59	16:00-16:59	09:00-09:59	16:00-16:59	16:00-16:59	13:00-13:59	
Least Active Hour	04:00-04:59	03:00-03:59	05:00-05:59	03:00-03:59	01:00-01:59	22:00-22:59	03:00-03:59	02:00-02:59	01:00-01:59	02:00-02:59	04:00-04:59	23:00-23:59	

Key Statistics

www.coveringkids.com Data

Year 10

Please refer to attached "Web Site Statistical Definitions" for clarification.

	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Total
Successful Hits for Site	29,412	34,607	33,938	31,208	33,875	31,816	29,610	30,335	30,756	33,030	40,750	35,872	395,209
Average Hits Per Day	980	1,116	1,094	1,040	1,092	1,060	955	978	1,098	1,065	1,358	1,157	1,083
Total Number of Visits	8,316	8,100	7,902	6,975	8,249	7,097	6,845	6,999	7,095	7,658	7,690	8,842	91,768
Average Visit Length	16:27	17:28	17:16	16:37	18:13	22:34	23:11	26:15	22:51	25:21	16:16	15:58	19:52
Page Views (Impressions)	17,402	18,374	19,674	17,066	20,838	20,008	17,335	18,199	19,819	19,792	21,228	19,748	229,483
Unique Visitors	2,676	2,524	2,607	2,339	2,533	2,269	2,181	2,252	2,322	2,489	2,416	2,241	28,849
Average Visitors Per Weekday	297	279	273	244	280	258	235	244	275	267	280	306	270
Average Visitors Per Weekend	412	418	431	398	446	384	357	323	395	352	382	480	398
Most Active Day	Sun	Wed	Fri	Mon	Wed	Sun	Tue	Thu	Mon	Mon	Mon	Fri	
Least Active Day	Sat	Sat	Sat	Sat	Sun	Sat	Sat	Sat	Sat	Sat	Sat	Sat	
Most Active Hour	16:00-16:59	14:00-14:59	15:00-15:59	09:00-09:59	10:00-10:59	17:00-17:59	10:00-10:59	09:00-09:59	16:00-16:59	16:00-16:59	16:00-16:59	15:00-15:59	
Least Active Hour	23:00-23:59	01:00-01:59	01:00-01:59	02:00-02:59	01:00-01:59	03:00-03:59	02:00-02:59	01:00-01:59	05:00-05:59	02:00-02:59	04:00-04:59	02:00-02:59	

Key Statistics

Please refer to attached "Web Site Statistical Definitions" for clarification.

	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Total
Successful Hits for Site	40,099	25,810	32,495	39,629	39,888	38,717	31,898	36,759	29,859	36,302	32,180	31,894	415,530
Average Hits Per Day	1,336	1,155	1,048	1,320	1,286	1,290	1,028	1,185	1,066	1,171	1,072	1,028	1,165
Total Number of Visits	10,014	10,058	9,214	11,532	15,541	14,030	13,698	14,396	12,713	15,018	11,830	12,346	150,390
Average Visit Length	23:21	13:28	13:14	25:00	18:21	14:29	17:53	23:50	16:52	18:53	18:59	21:39	18:50
Page Views (Impressions)	23,588	19,504	18,517	28,125	26,493	24,481	20,463	24,115	19,250	23,721	20,550	20,397	269,204
Unique Visitors	2,355	2,433	2,492	2,232	2,276	2,714	2,142	2,162	2,150	2,348	2,220	2,246	27,770
Average Visitors Per Weekday	359	345	317	402	515	487	457	484	468	497	408	423	430
Average Visitors Per Weekend	524	528	507	519	839	760	793	843	835	891	712	689	703
Most Active Day	Mon	Wed	Mon	Tue	Thurs	Mon	Tues	Mon	Thu	Tue	Fri	Mon	
Least Active Day	Sun	Sun	Sun	Sun	Sun	Sat	Sat	Sat	Sun	Sat	Sat	Sun	
Most Active Hour	10:00-10:59	10:00-10:59	8:00-08:59	12:00-12:59	09:00-09:59	11:00-11:59	11:00-11:59	11:00-11:59	10:00-10:59	09:00-09:59	10:00-10:59	10:00-10:59	
Least Active Hour	02:00-02:59	02:00-2:59	01:00-01:59	03:00-03:59	05:00-05:59	04:00-04:59	01:00-01:59	02:00-02:59	01:00-01:59	00:00-00:59	01:00-01:59	04:00-04:59	

Key Statistics

www.coveringkids.com Data

Year 12

Please refer to attached "Web Site Statistical Definitions" for clarification.

	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Total
Successful Hits for Site	28,213	31,819	29,169	29,342	30,942	28,141	26,781	27,350	27,028	32,909	33,428	26,724	351,846
Average Hits Per Day	940	1,026	940	978	998	938	560	882	965	1,061	1,114	862	939
Total Number of Visits	8,696	9,680	9,597	9,426	9,001	10,295	9,340	9,875	8,889	10,233	10,159	9,460	114,651
Average Visit Length	22:05	25:52	23:25	23:17	21:39	19:27	22:05	20:50	24:11	24:17	23:18	25:23	21:19
Page Views (Impressions)	17,071	20,186	18,423	17,988	19,301	17,700	17,363	17,056	17,085	20,495	19,360	17,246	219,274
Unique Visitors	2,116	2,165	2,111	2,130	2,185	2,249	1,898	2,116	2,025	2,345	2,149	2,260	25,749
Average Visitors Per Weekday	322	335	329	329	316	352	318	339	339	348	366	322	335
Average Visitors Per Weekend	398	459	469	546	471	636	503	549	524	551	494	474	506
Most Active Day	Wed	Thu	Tue	Thu	Fri	Mon	Wed	Mon	Thu	Tue	Mon	Tue	
Least Active Day	Sat	Sun	Sat	Sat	Sun	Sat	Sun	Sun	Sun	Sun	Sun	Sat	
Most Active Hour	09:00-09:59	10:00-10:59	13:00-13:59	10:00-10:59	13:00-13:59	11:00-11:59	15:00-15:59	11:00-11:59	10:00-10:59	13:00-13:59	10:00-10:59	10:00-10:59	
Least Active Hour	02:00-02:59	23:00-23:59	04:00-04:59	01:00-01:59	05:00-05:59	02:00-02:59	23:00-23:59	03:00-03:59	00:00-00:59	03:00-03:59	02:00-02:59	01:00-01:59	