

SONECON WEBSITE STATISTICS  
August 1, 2007 – September 23, 2008

Time Period	Ave pages	Ave time on site	Bounce Rate	New Visitors	Unique Visitors	Total Visits
Aug 1-Sep 30	2.57	1:19	39.5	78.57	203	238
Oct 1-Nov 30	2.52	2:05	45.56	76.83	217	259
Dec 1-Jan 31	2.65	1:55	40.17	74.06	186	239
Feb 1-Mar 31	2.41	1:40	49.56	74.34	358	456
Apr 1-May 31	2.39	1:55	45.56	77.63%	491	608
Jun 1-Jul 31	2.35	2:12	48.40%	75.04%	519	657
Aug 1-Sep 23	3.72	2:38	42.90%	68.79%	692	959

Overall stats have improved with the new site, which launched July 24, 2008

With only three weeks reported for September, the trend is an increase of almost 50% in the period of August 1<sup>st</sup> to the end of September over June and July.

Unique Visitors is the critical statistic since it removes multiple visits by the offices and testers.

The Bounce Rate would have been affected by site testing in July. It shows improvement for August and September

Average Pages viewed has increased along with the average time on site.