

WWW.LONGSHOT.CA

LONGSHOT  
PRODUCTIONS

Google Analytics



We use Google Analytics for an on-going, in-depth analysis of website traffic.

**Report number:** 00003

**Report information:** Visitor origin - Month of October 2009

**Time Period of Report:** From Oct. 1 until Oct. 31, 2009

#### Comments:

In preparation for our November Pre-Launch Preview, we made the web site semi-accessible by simply inserting a temporary page between our Welcome page and our Home page which required visitors to provide a name, country and email address on a brief form before proceeding. We were curious about who was visiting our site on a regular basis while under construction. Also, we were making daily improvements and adding new features so we hoped to convince some visitors to return in November after we had a chance to install, test and tweak everything (we clocked over 200 hours of webwork in October).

Also, in mid October we switched to a new server from New York which was the most significant performance improvement we've made to date.

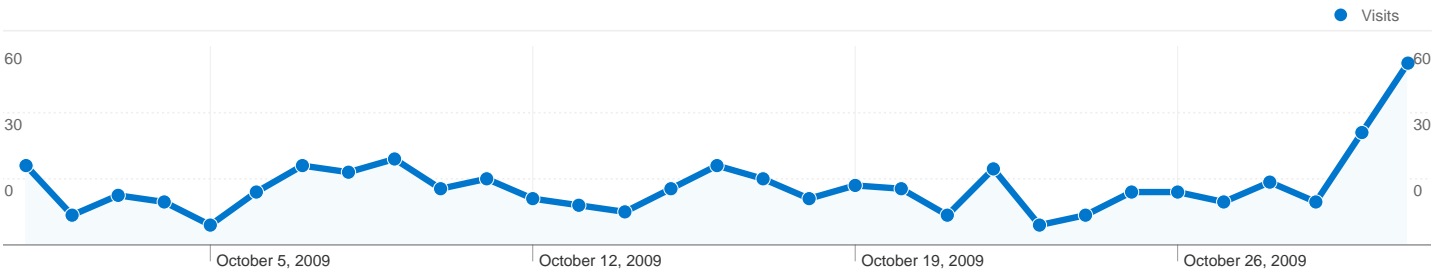
We've been working to speed up the section load time (without sacrificing the site's graphical uniqueness) and managed to get things running and opening considerably (80%) faster. However the site is still aimed at higher technology so faster computers and high-speed Internet access users are still our target.

The site's largest and most interesting feature was added without any hoopla or fanfare on October 26th. Visitors will enjoy "discovering" this rare gift.

We set up and are planning to test our Live On-Line Chat Sessions feature on November 1 to kick off Preview Month and if we get a big response with lots of participants, we'll likely schedule at least one more during the month.

If you visited our site everyday in October, you would have seen new features.

Incidentally, you wouldn't believe the number of "blink and go" visitors we avoided with our temporary pre-access form. Serious investigators still gained easy, complete access to the site but our simple diversion almost eliminated impatient "fast-fooders". As tempted as we are to keep it, we've promised to remove it November 1st and we will keep our promise; "Live in November".



**Site Usage**

**551** Visits

**52.81%** Bounce Rate

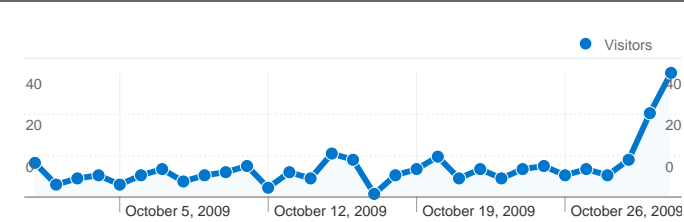
**1,274** Pageviews

**00:04:33** Avg. Time on Site

**2.31** Pages/Visit

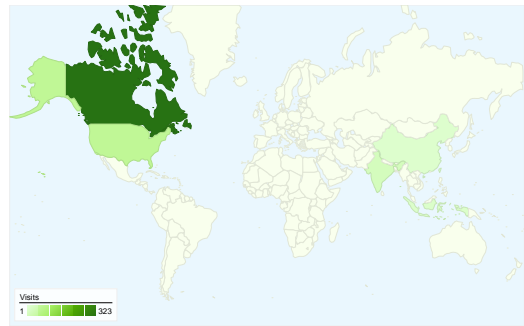
**44.65%** % New Visits

**Visitors Overview**

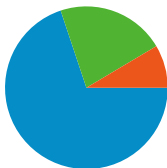


**Visitors**  
**256**

**Map Overlay world**



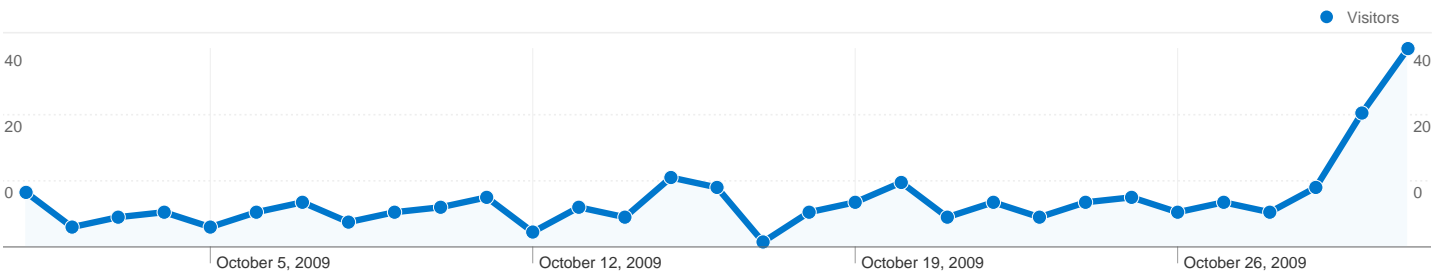
**Traffic Sources Overview**



- **Search Engines**  
385.00 (69.87%)
- **Direct Traffic**  
119.00 (21.60%)
- **Referring Sites**  
47.00 (8.53%)

**Content Overview**

Pages	Pageviews	% Pageviews
/index.htm	341	26.77%
/home.htm	314	24.65%
/internet%20jamming.htm	93	7.30%
/music%20stuff.htm	83	6.51%
/studio%20news.htm	81	6.36%



## 256 people visited this site

551 Visits

256 Absolute Unique Visitors

1,274 Pageviews

2.31 Average Pageviews

00:04:33 Time on Site

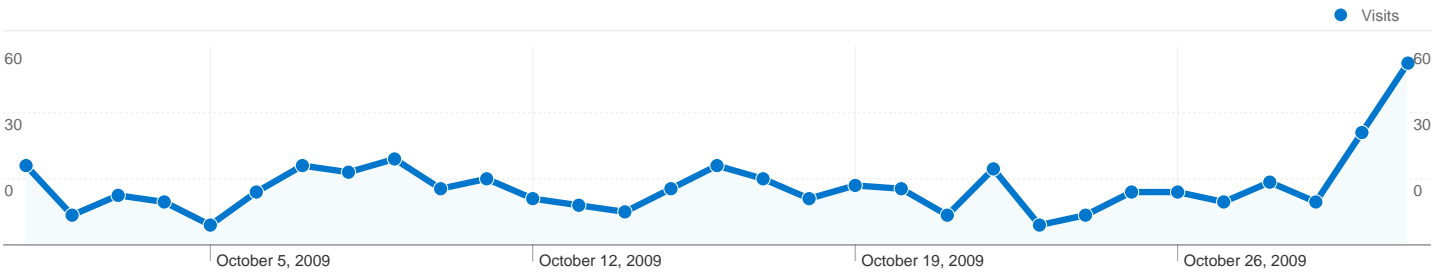
52.81% Bounce Rate

44.65% New Visits

## Technical Profile

Browser	Visits	% visits
Internet Explorer	446	80.94%
Firefox	63	11.43%
Mozilla Compatible Agent	20	3.63%
Safari	11	2.00%
Chrome	8	1.45%

Connection Speed	Visits	% visits
Cable	339	61.52%
Unknown	109	19.78%
DSL	77	13.97%
T1	19	3.45%
Dialup	6	1.09%

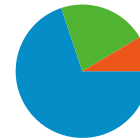


## All traffic sources sent a total of 551 visits

21.60% Direct Traffic

8.53% Referring Sites

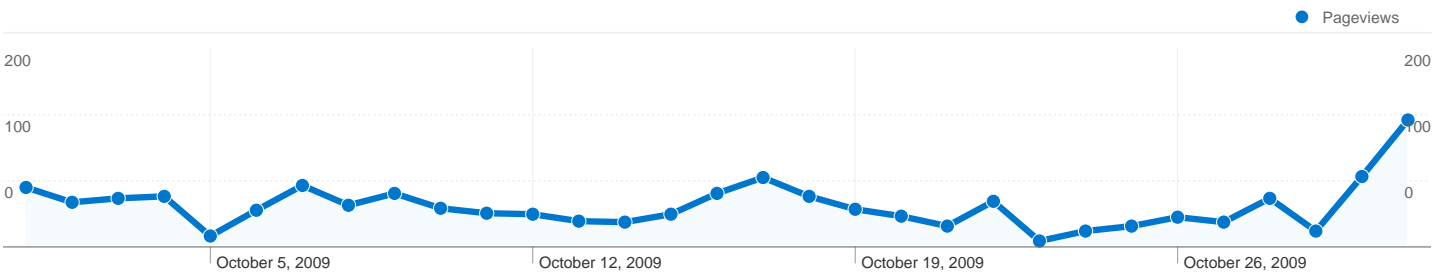
69.87% Search Engines



- Search Engines  
385.00 (69.87%)
- Direct Traffic  
119.00 (21.60%)
- Referring Sites  
47.00 (8.53%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (cpc)	180	32.67%	longshot productions	183	47.53%
google (organic)	128	23.23%	(not set)	180	46.75%
(direct) ((none))	119	21.60%	ad/da converters for drum	1	0.26%
bing (organic)	46	8.35%	best ribbon mike for recording	1	0.26%
yahoo (organic)	31	5.63%	cuban musicians + ontario	1	0.26%



**Pages on this site were viewed a total of 1,274 times**

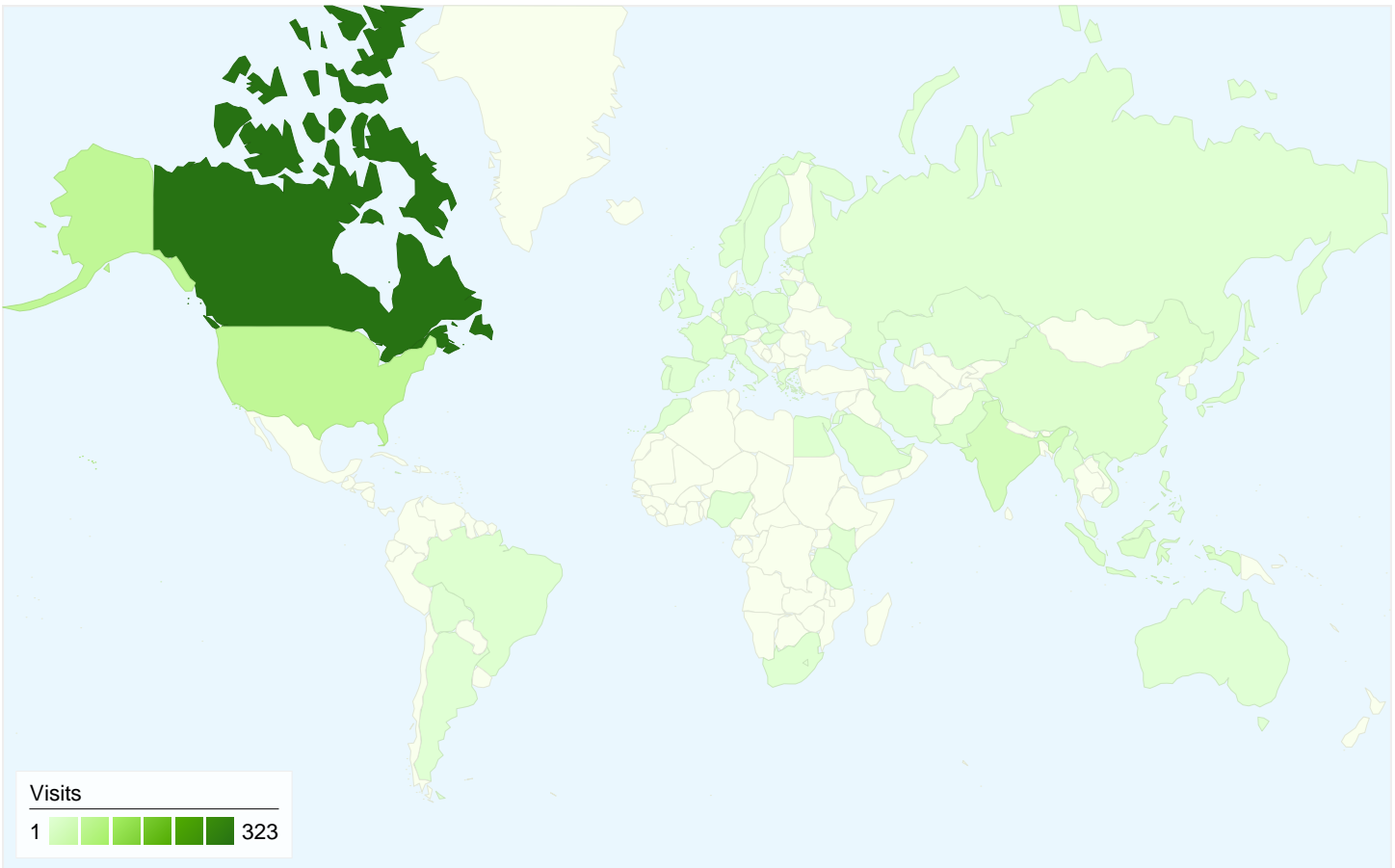
**1,274** Pageviews

**1,116** Unique Views

**52.81%** Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/index.htm	341	26.77%
/home.htm	314	24.65%
/internet%20jamming.htm	93	7.30%
/music%20stuff.htm	83	6.51%
/studio%20news.htm	81	6.36%



**551 visits came from 55 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Visits</b> <b>551</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>2.31</b> Site Avg: 2.31 (0.00%)	<b>Avg. Time on Site</b> <b>00:04:33</b> Site Avg: 00:04:33 (0.00%)	<b>% New Visits</b> <b>44.65%</b> Site Avg: 44.65% (0.00%)	<b>Bounce Rate</b> <b>52.81%</b> Site Avg: 52.81% (0.00%)	
Canada	323	3.00	00:07:12	10.84%	32.82%
United States	61	1.43	00:01:17	96.72%	78.69%
India	23	1.35	00:01:01	78.26%	78.26%
Indonesia	11	1.36	00:00:23	100.00%	72.73%
China	8	1.25	00:00:22	100.00%	87.50%
Germany	7	1.00	00:00:00	57.14%	100.00%
Pakistan	7	1.43	00:00:38	100.00%	85.71%
United Kingdom	7	1.29	00:00:09	85.71%	85.71%
France	7	1.43	00:00:33	57.14%	71.43%

Hungary	5	1.00	00:00:00	100.00%	100.00%
Japan	5	1.00	00:00:00	100.00%	100.00%
Egypt	5	1.00	00:00:00	100.00%	100.00%
Philippines	5	1.40	00:00:31	100.00%	80.00%
Brazil	5	1.00	00:00:00	100.00%	100.00%
Portugal	4	2.00	00:00:42	50.00%	25.00%
Saudi Arabia	4	1.00	00:00:00	100.00%	100.00%
South Korea	3	1.00	00:00:00	66.67%	100.00%
Morocco	3	1.00	00:00:00	100.00%	100.00%
Spain	3	1.00	00:00:00	100.00%	100.00%
Norway	3	1.67	00:02:59	100.00%	66.67%
Slovakia	3	1.00	00:00:00	100.00%	100.00%
South Africa	3	2.00	00:03:20	100.00%	33.33%
Georgia	2	1.50	00:00:13	100.00%	50.00%
Malaysia	2	2.00	00:04:17	100.00%	50.00%
Estonia	2	2.00	00:00:18	100.00%	50.00%
Greece	2	1.00	00:00:00	100.00%	100.00%
Russia	2	1.50	00:00:12	100.00%	50.00%
Hong Kong	2	1.00	00:00:00	100.00%	100.00%
Jamaica	2	1.50	00:00:00	100.00%	50.00%
Kenya	2	1.00	00:00:00	100.00%	100.00%
Iran	2	1.00	00:00:00	100.00%	100.00%
Vietnam	2	1.00	00:00:00	100.00%	100.00%
Czech Republic	2	1.00	00:00:00	100.00%	100.00%
Myanmar [Burma]	2	1.50	00:00:49	100.00%	50.00%
Ireland	2	1.00	00:00:00	100.00%	100.00%
Jordan	1	1.00	00:00:00	100.00%	100.00%
Italy	1	2.00	00:00:31	100.00%	0.00%
French Polynesia	1	1.00	00:00:00	100.00%	100.00%
Poland	1	1.00	00:00:00	100.00%	100.00%
Antigua and Barbuda	1	6.00	00:04:45	100.00%	0.00%
Kazakhstan	1	1.00	00:00:00	100.00%	100.00%
Serbia	1	1.00	00:00:00	100.00%	100.00%
United Arab Emirates	1	4.00	00:04:15	100.00%	0.00%
Australia	1	1.00	00:00:00	100.00%	100.00%
Lithuania	1	1.00	00:00:00	100.00%	100.00%

Bolivia	1	1.00	00:00:00	100.00%	100.00%
Sweden	1	1.00	00:00:00	100.00%	100.00%
Netherlands	1	1.00	00:00:00	100.00%	100.00%
Bahrain	1	1.00	00:00:00	100.00%	100.00%
(not set)	1	1.00	00:00:00	100.00%	100.00%
Seychelles	1	1.00	00:00:00	100.00%	100.00%
Nigeria	1	1.00	00:00:00	100.00%	100.00%
Tanzania	1	3.00	00:13:11	100.00%	0.00%
Argentina	1	1.00	00:00:00	100.00%	100.00%
Saint Vincent and the Grenadines	1	1.00	00:00:00	100.00%	100.00%
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