

## Site Usage

370,551 Visits

29.84% Bounce Rate

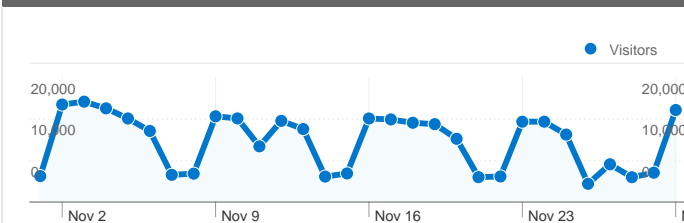
2,370,069 Pageviews

00:04:48 Avg. Time on Site

6.40 Pages/Visit

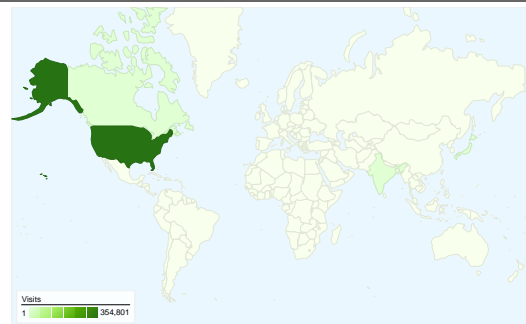
41.37% % New Visits

## Visitors Overview

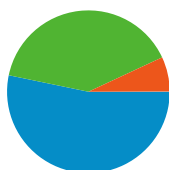


Visitors  
209,262

## Map Overlay world



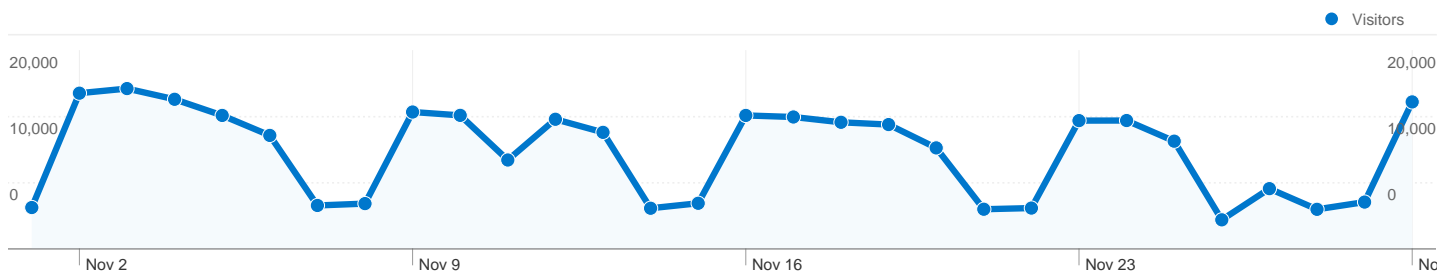
## Traffic Sources Overview



- Direct Traffic  
197,323.00 (53.25%)
- Referring Sites  
147,504.00 (39.81%)
- Search Engines  
25,598.00 (6.91%)
- Other  
126 (0.03%)

## Content Overview

| Pages                  | Pageviews | % Pageviews |
|------------------------|-----------|-------------|
| /efile/user            | 243,749   | 10.31%      |
| /pvlsearch/app         | 140,012   | 5.92%       |
| /dakine/index.html     | 128,811   | 5.45%       |
| /documents/search.html | 72,340    | 3.06%       |
| /ahewa/start.do        | 70,737    | 2.99%       |



**209,262 people visited this site**

**370,551 Visits**

**209,262 Absolute Unique Visitors**

**2,370,069 Pageviews**

**6.40 Average Pageviews**

**00:04:48 Time on Site**

**29.84% Bounce Rate**

**41.37% New Visits**

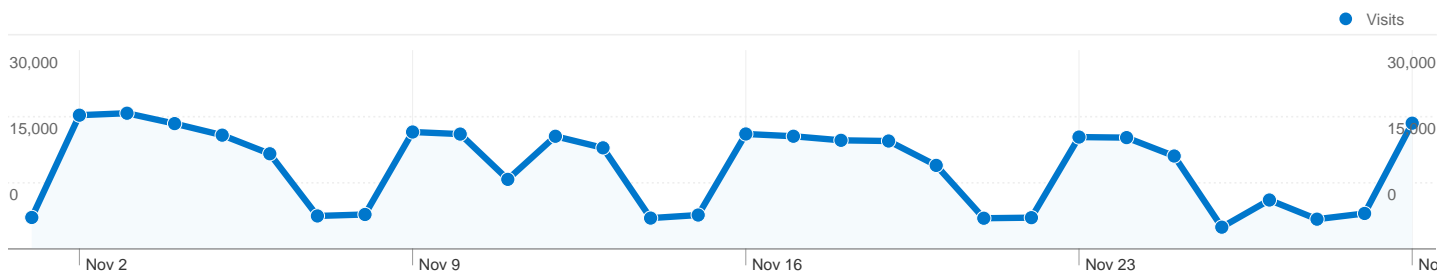
## Technical Profile

| Browser           | Visits  | % visits | Connection Speed | Visits  | % visits |
|-------------------|---------|----------|------------------|---------|----------|
| Internet Explorer | 283,630 | 76.54%   | Cable            | 135,413 | 36.54%   |
| Firefox           | 56,208  | 15.17%   | Unknown          | 125,010 | 33.74%   |
| Safari            | 23,627  | 6.38%    | T1               | 72,722  | 19.63%   |
| Chrome            | 4,790   | 1.29%    | DSL              | 30,472  | 8.22%    |
| Mozilla           | 729     | 0.20%    | Dialup           | 4,935   | 1.33%    |

# Traffic Sources Overview

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site

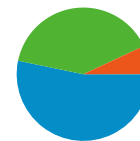


All traffic sources sent a total of 370,551 visits

53.25% Direct Traffic

39.81% Referring Sites

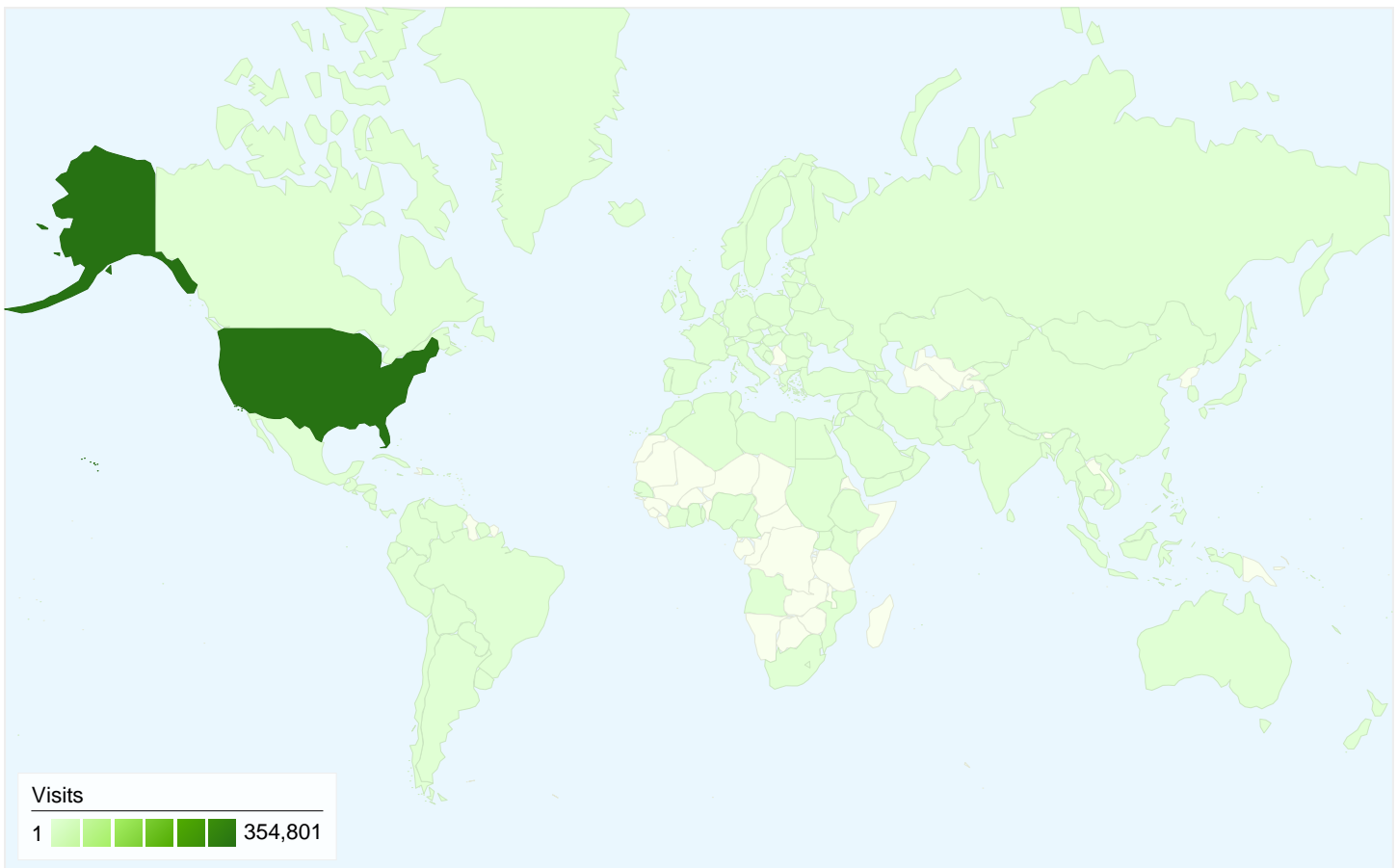
6.91% Search Engines



**Direct Traffic**  
 197,323.00 (53.25%)  
**Referring Sites**  
 147,504.00 (39.81%)  
**Search Engines**  
 25,598.00 (6.91%)  
**Other**  
 126 (0.03%)

## Top Traffic Sources

| Sources                    | Visits  | % visits | Keywords                 | Visits | % visits |
|----------------------------|---------|----------|--------------------------|--------|----------|
| (direct) ((none))          | 197,323 | 53.25%   | state of hawaii          | 1,540  | 6.02%    |
| hawaii.gov (referral)      | 48,898  | 13.20%   | hawaii.gov               | 1,272  | 4.97%    |
| ehawaii.gov (referral)     | 27,070  | 7.31%    | hawaii                   | 1,207  | 4.72%    |
| google (organic)           | 14,766  | 3.98%    | ehawaii.gov              | 1,163  | 4.54%    |
| pvl.ehawaii.gov (referral) | 9,945   | 2.68%    | pvl.ehawaii.gov/renewals | 1,121  | 4.38%    |

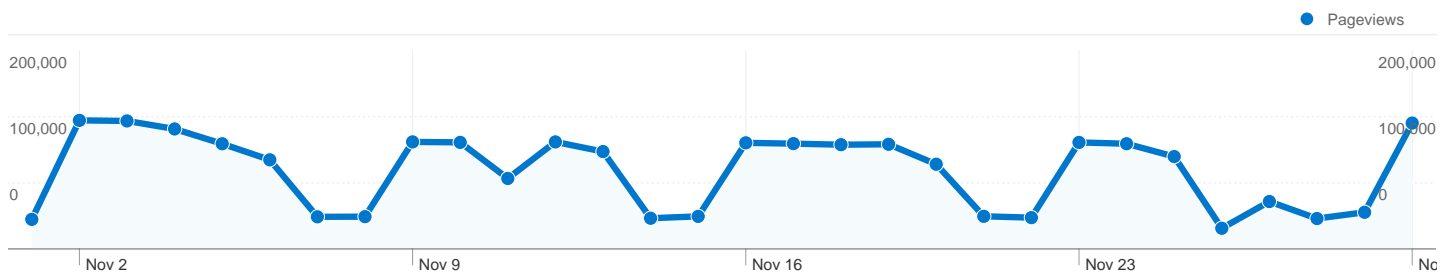


## 370,551 visits came from 159 countries/territories

### Site Usage

|  |  |  |         |  |                   |   |  |  |  |
|--|--|--|---------|--|-------------------|---|--|--|--|
| Visits<br>370,551<br>% of Site Total:<br>100.00% |  | Pages/Visit<br>6.40<br>Site Avg:<br>6.40 (0.00%) |         | Avg. Time on Site<br>00:04:48<br>Site Avg:<br>00:04:48 (0.00%) |                   | % New Visits<br>41.41%<br>Site Avg:<br>41.37% (0.10%) |  | Bounce Rate<br>29.84%<br>Site Avg:<br>29.84% (0.00%) |  |
| Country/Territory                                |  |  | Visits  | Pages/Visit  | Avg. Time on Site | % New Visits  |  | Bounce Rate  |  |
| United States                                    |  |  | 354,801 | 6.49   | 00:04:52          | 40.12%  |  | 29.07%   |  |
| Japan  |  |  | 1,774   | 4.56   | 00:03:15          | 64.66%  |  | 44.87%   |  |
| Canada   |  |  | 1,751   | 4.16   | 00:03:09          | 69.50%  |  | 41.29%   |  |
| (not set)  |  |  | 1,705   | 6.09   | 00:03:54          | 51.85%  |  | 30.50%   |  |
| India  |  |  | 1,068   | 6.05   | 00:03:25          | 55.43%  |  | 38.95%   |  |
| Philippines                                      |  |  | 847     | 4.17   | 00:03:32          | 61.63%  |  | 27.04%   |  |
| Poland   |  |  | 822     | 10.46  | 00:14:07          | 20.80%  |  | 40.88%   |  |
| United Kingdom                                   |  |  | 577     | 2.70   | 00:01:22          | 85.44%  |  | 51.13%   |  |
| Germany  |  |  | 549     | 3.60   | 00:02:10          | 83.42%  |  | 50.09%   |  |

|               |     |      |          |        |        |
|---------------|-----|------|----------|--------|--------|
| Australia     | 409 | 2.90 | 00:02:09 | 84.35% | 57.70% |
| 1 - 10 of 159 |     |      |          |        |        |



Pages on this site were viewed a total of 2,370,069 times

 2,370,069 Pageviews

 1,427,517 Unique Views

 29.84% Bounce Rate

## Top Content

| Pages                  | Pageviews | % Pageviews |
|------------------------|-----------|-------------|
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