

Farrell & Boswell Website Statistics -- along with long-time major web partner Lands of America and Zillow (brand new for us)
Year 2011 Totals

Month	Visits ¹	Mobiles ²	Page Views ³	Pages/ Visit ⁴	Bounce Rate % ⁵	Avg. Time on Site (in Minutes) ⁶	New Visits% ⁷	Sub & Listings Hits	Lands of America S&L Hits	Zillow (1 listing as of 1-12)	TOTAL HITS	
2011 Jan	2,132	213	10.0%	37,978	18	17.2	7:49	50.3	17,159	3,101	20,260	
Feb	1,997	217	10.9%	34,899	17	20.1	7:36	52.1	15,901	2,064	17,965	
Mar	1,827	227	12.4%	30,236	17	20.1	7:47	50.0	14,411	5,725	20,136	
Apr	2,133	394	18.5%	23,122	11	26.8	7:14	41.6	8,786	3,115	11,901	
May	1,919	250	13.0%	14,952	8	26.0	6:26	44.9	4,495	2,882	7,377	
Jun	1,878	265	14.1%	13,284	7	29.1	5:16	43.7	3,814	3,530	7,344	
Jul	2,148	306	14.2%	15,272	7	28.0	5:56	47.6	4,743	4,060	8,803	
Aug	2,110	341	16.2%	16,764	8	25.1	6:45	46.4	4,828	4,978	9,806	
Sep	1,820	315	17.3%	15,435	8	23.6	6:36	47.5	4,685	3,408	8,093	
Oct	1,732	301	17.4%	14,332	8	24.7	6:23	48.8	4,166	3,520	7,686	
Nov	1,741	271	15.6%	14,971	9	21.4	7:34	48.3	5,490	3,128	186	8,804
Dec	1,700	382	22.5%	14,606	9	24.3	7:26	48.7	6,060	5,447	289	11,796
2011 Total/Avg	23,137	3,482	15.2%	245,851	11	24	6:54	47	94,538	44,958	475	139,971

¹ Counts the times a visitor accesses the site (when they land on their first page).

² iPhone, Android, iPad, Blackberry, iPod, Samsung/LG/Palm

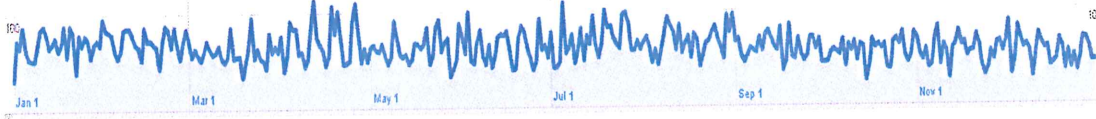
³ Total number of pages viewed by all visitors. Ideal is that each visitor will view several pages.

⁴ Page views divided by visits. The more pages each visitor views, the better. Standard benchmark is 3.37.








⁵ Percentage of people who come to our site and visit only one page. Lower bounce rate is better. Standard benchmark is 50%.

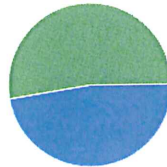
⁶ The longer a visitor stays on our site, the better. Standard benchmark is 2:24.

⁷ Counts the visitors who have not previously visited our site. Standard benchmark is 62.87%. Higher number indicates more new visitors. However, a lower rate may indicate people are returning to get updated info or to look at more pages they didn't have time to view on their first visit [return traffic].



11,430 people visited this site

-  **23,000 Visits**
-  **11,430 Unique Visitors**
-  **244,389 Pageviews**
-  **10.63 Pages/Visit**
-  **00:06:53 Avg. Time on Site**
-  **23.93% Bounce Rate**
-  **47.44% % New Visits**



47.52% New Visitor
10,929 Visits

52.48% Returning Visitor
12,071 Visits