


Site Usage


 **501,295** Visits

 **71.70%** Bounce Rate

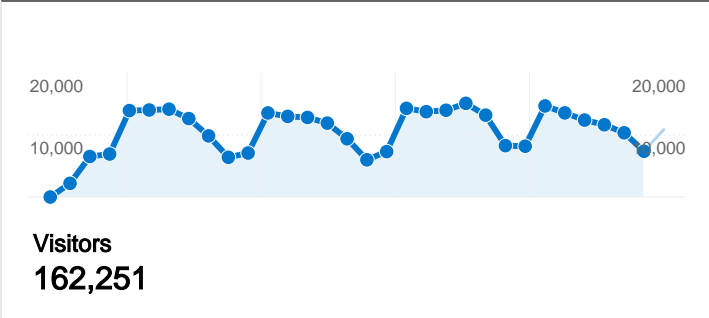
 **1,264,087** Pageviews

 **00:07:53** Avg. Time on Site

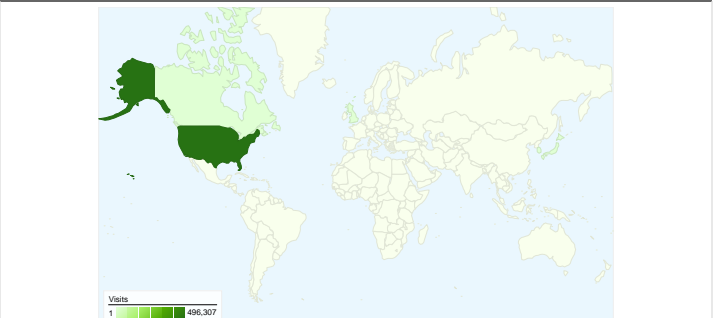
 **2.52** Pages/Visit

 **28.73%** % New Visits

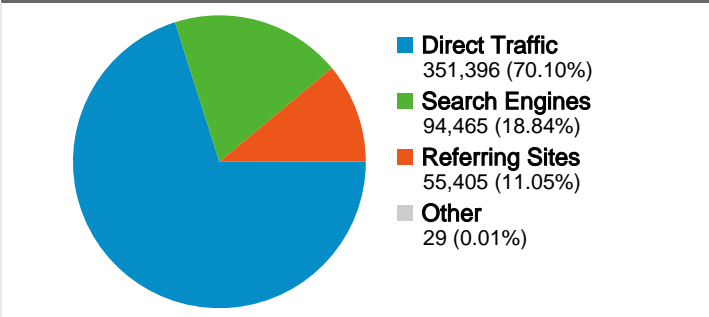
Visitors Overview



Map Overlay world



Traffic Sources Overview

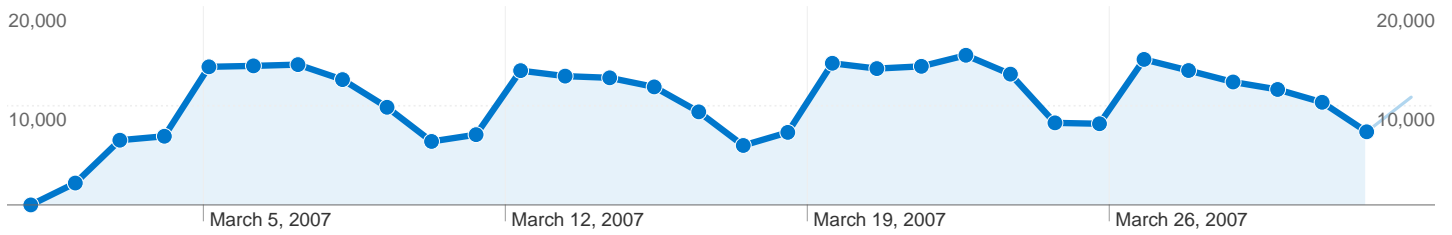


Content Overview

| Pages | Pageviews | % Pageviews |
|-------------------------------|-----------|-------------|
| www.pcc.edu/ | 460,916 | 36.46% |
| pcc.edu/ | 98,971 | 7.83% |
| www.pcc.edu/schedule/default. | 46,877 | 3.71% |
| www.pcc.edu/schedule/ | 40,669 | 3.22% |
| www.pcc.edu/programs/ | 26,986 | 2.13% |

Visitors Overview

Mar 1, 2007 - Mar 31, 2007



162,251 people visited this site

501,295 Visits

162,251 Absolute Unique Visitors

1,264,087 Pageviews

2.52 Average Pageviews

00:07:53 Time on Site

71.70% Bounce Rate

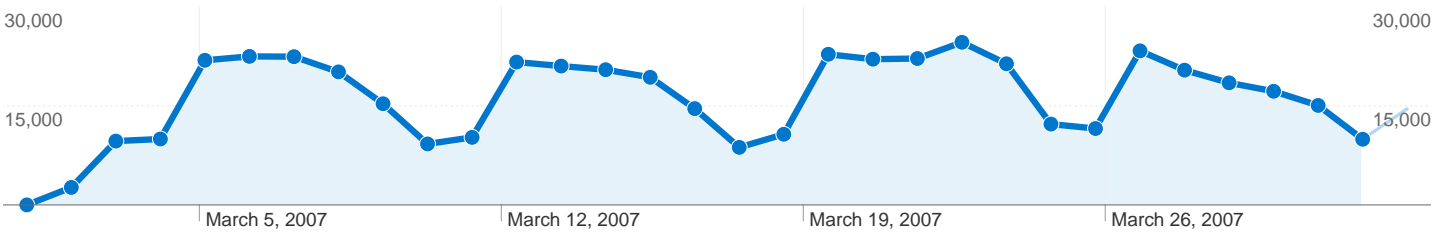
28.69% New Visits

Technical Profile




| Browser | Visits | % visits | Connection Speed | Visits | % visits |
|-------------------|---------|----------|------------------|---------|----------|
| Internet Explorer | 385,810 | 76.96% | Cable | 173,256 | 34.56% |
| Firefox | 85,470 | 17.05% | Unknown | 140,190 | 27.97% |
| Safari | 24,183 | 4.82% | T1 | 95,350 | 19.02% |
| Mozilla | 2,729 | 0.54% | DSL | 75,621 | 15.09% |
| Netscape | 2,159 | 0.43% | Dialup | 9,775 | 1.95% |

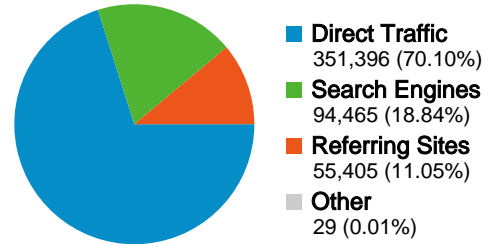
Traffic Sources Overview

Mar 1, 2007 - Mar 31, 2007



All traffic sources sent a total of 501,295 visits

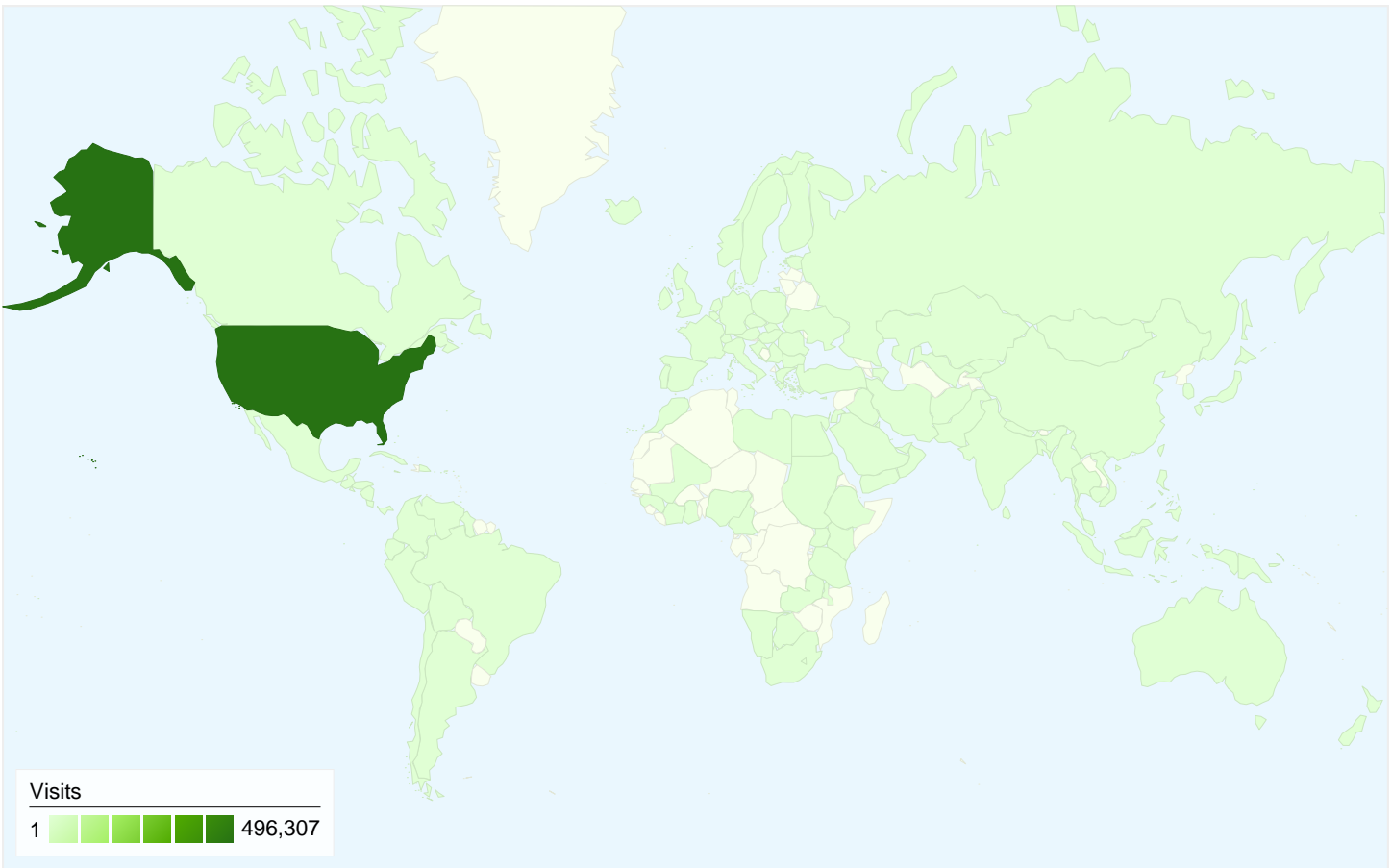
-  70.10% Direct Traffic
-  11.05% Referring Sites
-  18.84% Search Engines



Top Traffic Sources

| Sources | Visits | % visits |
|-----------------------------|---------|----------|
| (direct) ((none)) | 351,396 | 70.10% |
| google (organic) | 63,271 | 12.62% |
| my.pcc.edu (referral) | 15,003 | 2.99% |
| yahoo (organic) | 11,749 | 2.34% |
| intranet.pcc.edu (referral) | 11,421 | 2.28% |

| Keywords | Visits | % visits |
|----------------------------|--------|----------|
| portland community college | 27,143 | 28.73% |
| pcc | 26,985 | 28.57% |
| pcc.edu | 9,892 | 10.47% |
| www.pcc.edu | 6,578 | 6.96% |
| portland community college | 712 | 0.75% |



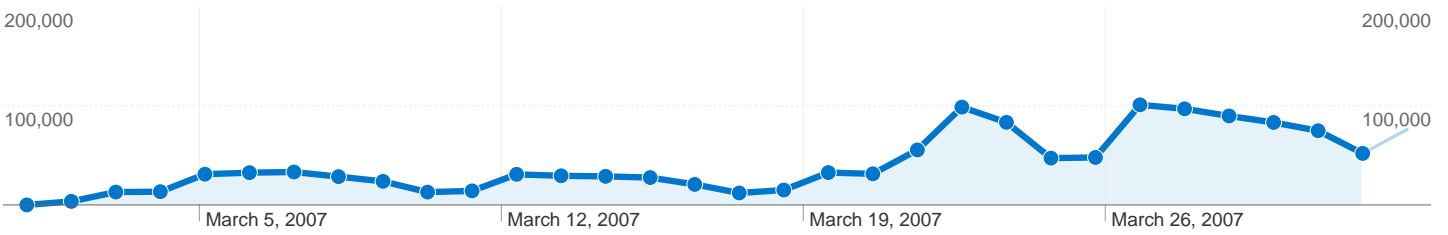
501,295 visits came from 132 countries/territories

Site Usage

| Country/Territory | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|-------------------|---------|-------------|-------------------|--------------|-------------|
| United States | 496,307 | 2.51 | 00:07:53 | 28.31% | 71.79% |
| Canada | 548 | 2.35 | 00:06:18 | 67.88% | 69.16% |
| South Korea | 413 | 4.05 | 00:07:22 | 46.25% | 54.96% |
| Japan | 390 | 4.98 | 00:08:18 | 45.38% | 54.62% |
| United Kingdom | 385 | 2.82 | 00:05:13 | 78.18% | 68.05% |
| Germany | 268 | 5.17 | 00:10:17 | 60.45% | 52.99% |
| Mexico | 251 | 2.32 | 00:06:31 | 69.72% | 67.73% |
| (not set) | 196 | 3.39 | 00:07:46 | 22.96% | 65.82% |
| Italy | 170 | 1.95 | 00:05:27 | 25.29% | 67.65% |
| Vietnam | 166 | 9.88 | 00:22:13 | 54.22% | 54.82% |

Content Overview

Mar 1, 2007 - Mar 31, 2007



Pages on this site were viewed a total of 1,264,087 times

1,264,087 Pageviews

905,272 Unique Views

71.70% Bounce Rate

Top Content

| Pages | Pageviews | % Pageviews |
|----------------------------------|-----------|-------------|
| www.pcc.edu/ | 460,916 | 36.46% |
| pcc.edu/ | 98,971 | 7.83% |
| www.pcc.edu/schedule/default.cfm | 46,877 | 3.71% |
| www.pcc.edu/schedule/ | 40,669 | 3.22% |
| www.pcc.edu/programs/ | 26,986 | 2.13% |