

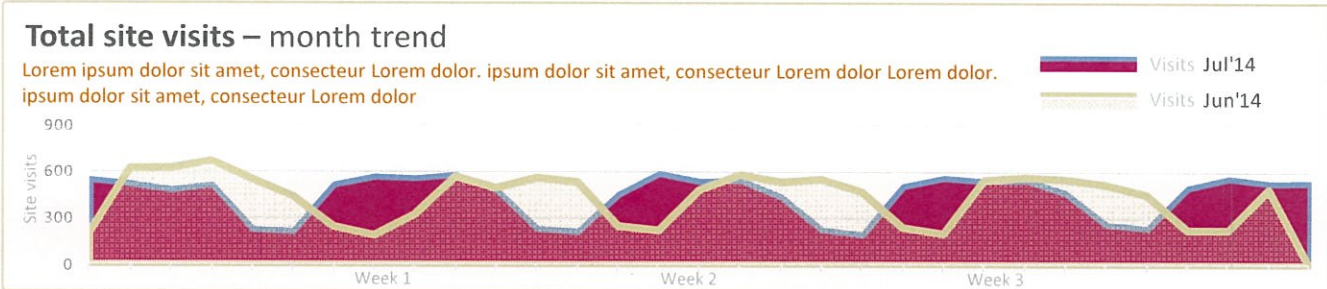
Website activity monitoring – July 2014

This report is a summary of the current month's activity across our Federation Centres' website.

Overview

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Total visits:	Total number of visits to the site for the period.	13,818	▲ 716	✓
Unique:	Unduplicated (counted only once) visitors to the site for the period.	78%	▲ 2 % pts.	✓
Bounce:	The proportion of visitors who left the site without interacting with any other pages	53%	▲ 0.28 pts.	?

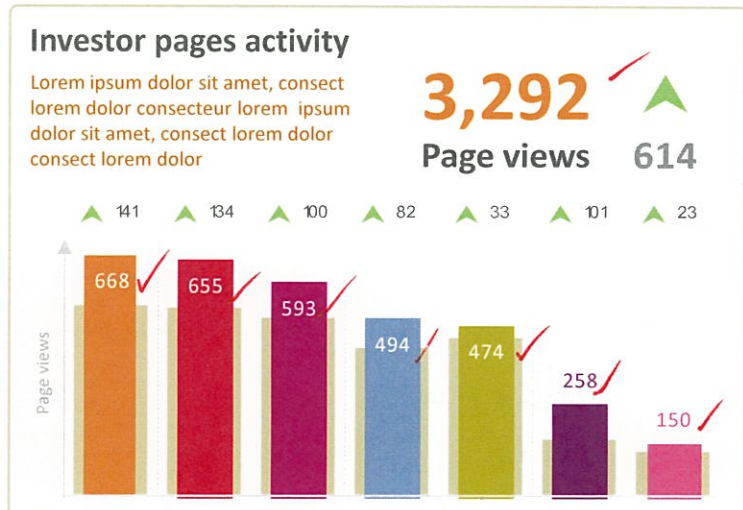
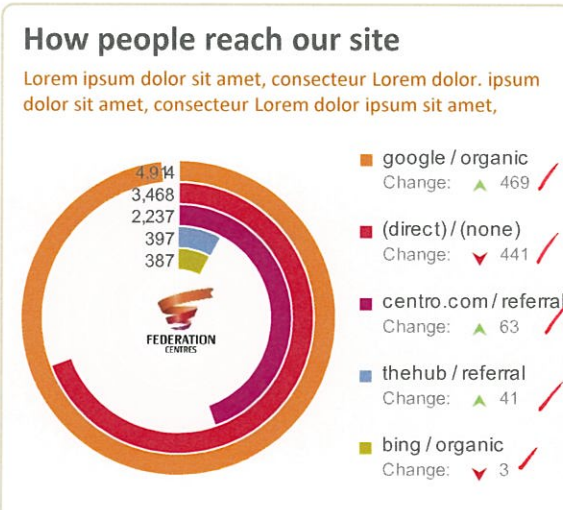


Activity in Australia

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9,258 Total Visits ▲ 609 ✓

#	State	Visits	Change	Unique
1.	VIC	3,369	▲ 275	59% ✓
2.	NSW	2,398	▲ 332	68% ✓
3.	ACT	1,071	▼ 95	26% ✓
4.	QLD	1,071	▲ 86	76% ✓
5.	WA	823	▼ 53	76% ✓
6.	SA	455	▲ 57	79% ✓
7.	TAS	58	▼ 1	64% ✓
8.	NT	13	▲ 8	69% ✓



What people are looking at

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Direct: Visitors who have typed in the site URL to the address bar
 Organic traffic: Visitors to the site from unpaid search engine results
 Referral traffic: Websites that refer or send visitors to the site

