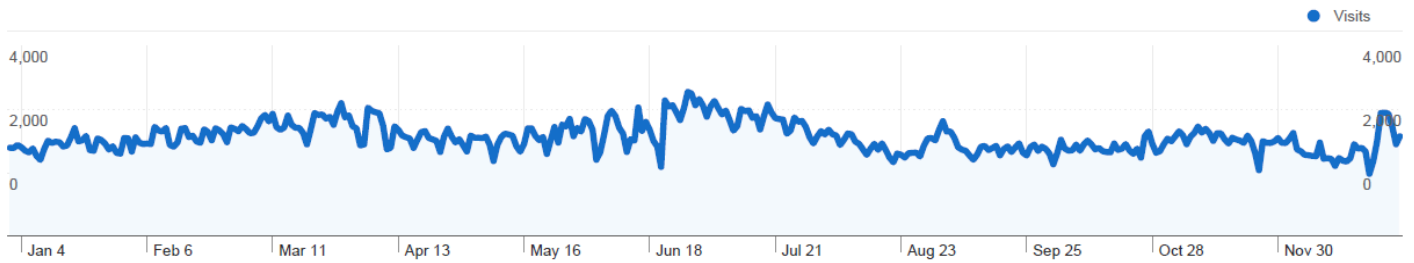




2010 Overall Statistics Report for OldCity.com

All statistics are from the time period of January 1, 2010 to January 1, 2011



Yearly Totals

Unique Visits	762,205
Pageviews	2,572,600
Visitors	611,276
Bounce Rate	38.64%

Monthly Averages

Pages per visit	3.38
Time on site	00:04:04
Unique Visits	63,517
Pageviews	214,383
Visitors	50,939

Most popular pages in total yearly pageviews

Home	583,979
Accommodations	185,654
Attractions	170,999
Calendar	150,639
Things to Do	130,462

Mobile Devices

Total Number of Visits from

Mobile Devices: **43,478**

Total Number of Visits by Device:

iPhone	21,530
Android	10,267
iPad	4,531
Blackberry	3,331
iPod	2,834

Of the total visits we received from mobile devices in 2010, **more than half (28,638) came in the last six months of the year**, showing that the usage of mobile devices is on the rise.

Total Pageviews by Location

United States	715,084
Florida	368,563
Jacksonville	49,736
St. Augustine	27,172
Orlando	23,173
Other Florida Cities	268,482
Georgia	63,230
New York	32,652
Canada	14,798
United Kingdom	7,815
Germany	2,895
Netherlands	1,656
Other countries	19,957

Traffic by source:



- **Search Engines**
 648,128.00 (85.03%)
- **Direct Traffic**
 57,968.00 (7.61%)
- **Referring Sites**
 56,109.00 (7.36%)

Yearly Visits from each search engine:

Google	501,814
Yahoo	57,968
Bing	53,396

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