Old City
WEB SERVICES

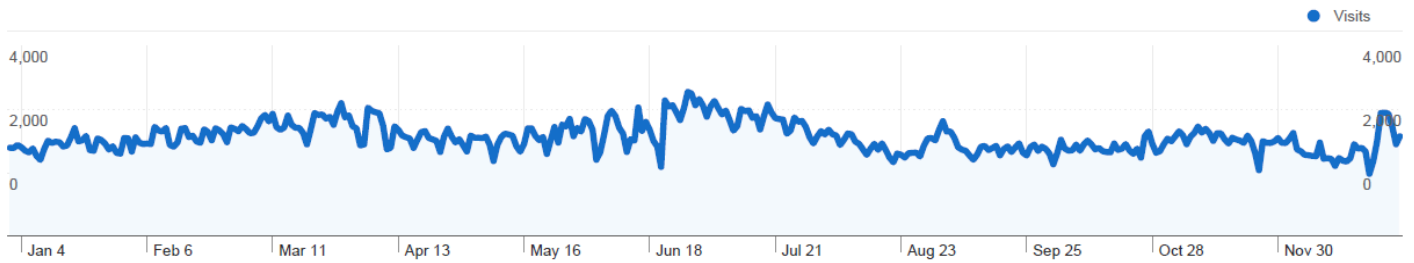# 2010 Overall Statistics Report for OldCity.com

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