

Site Usage

439,440 Visits

43.70% Bounce Rate

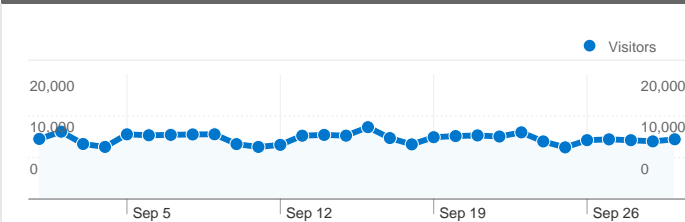
2,196,387 Pageviews

00:05:45 Avg. Time on Site

5.00 Pages/Visit

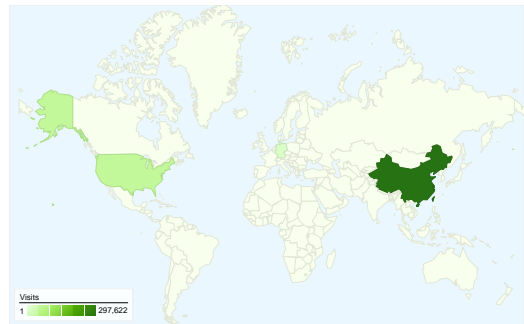
23.20% % New Visits

Visitors Overview

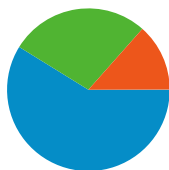


Visitors
141,661

Map Overlay



Traffic Sources Overview



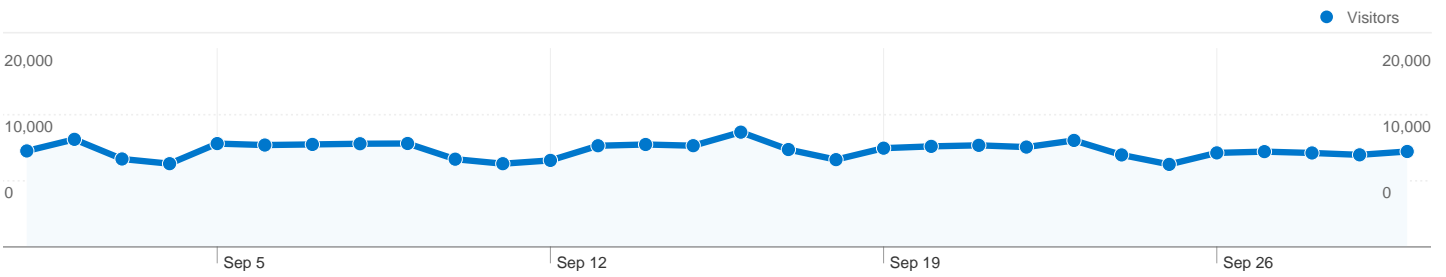
- **Search Engines**
258,440.00 (58.81%)
- **Direct Traffic**
121,881.00 (27.74%)
- **Referring Sites**
59,011.00 (13.43%)
- **Other**
107 (0.02%)

Content Overview

Pages	Pageviews	% Pageviews
/	287,842	13.11%
/housing/	44,114	2.01%
/dating/browse/	43,311	1.97%
/dining/	27,188	1.24%
/housing/add/photos/	27,032	1.23%

Top Content		
Page	Pageviews	% visits
/listings/shopping/fakemarkets/	992	5.95%
/listings/shopping/	933	5.60%
/listings/shopping/fashion/	509	3.06%
/listings/shopping/markets/	472	2.83%
/listings/shopping/electronics/	429	2.58%

Top Content		
Page	Pageviews	% visits
/listings/hotels/	671	29.31%
/listings/hotels/?page=2	178	7.78%
/listings/hotels/?page=3	127	5.55%
/listings/hotels/boutique_hotels/	108	4.72%
/listings/hotels/budget_hotels/	103	4.50%



141,661 people visited this site

439,440 Visits

141,661 Absolute Unique Visitors

2,196,387 Pageviews

5.00 Average Pageviews

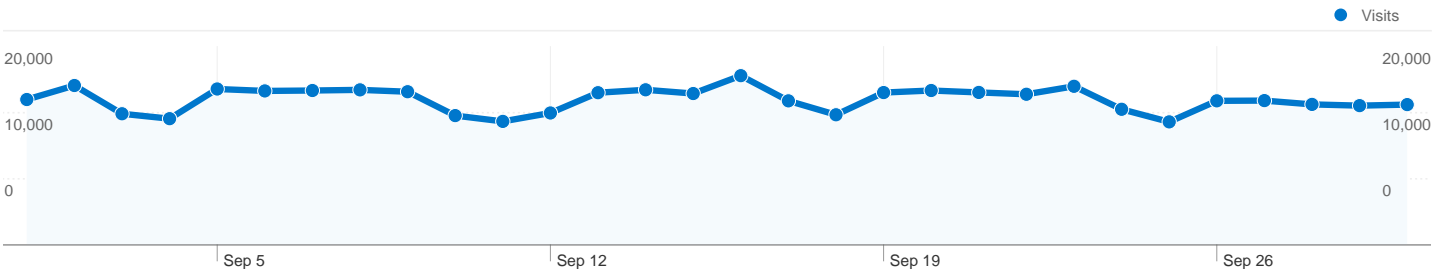
00:05:45 Time on Site

43.70% Bounce Rate




23.20% New Visits

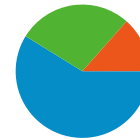
Technical Profile





Browser	Visits	% visits
Safari	133,783	30.44%
Internet Explorer	114,728	26.11%
Firefox	93,629	21.31%
Chrome	84,676	19.27%
Android Browser	4,734	1.08%



All traffic sources sent a total of 439,439 visits

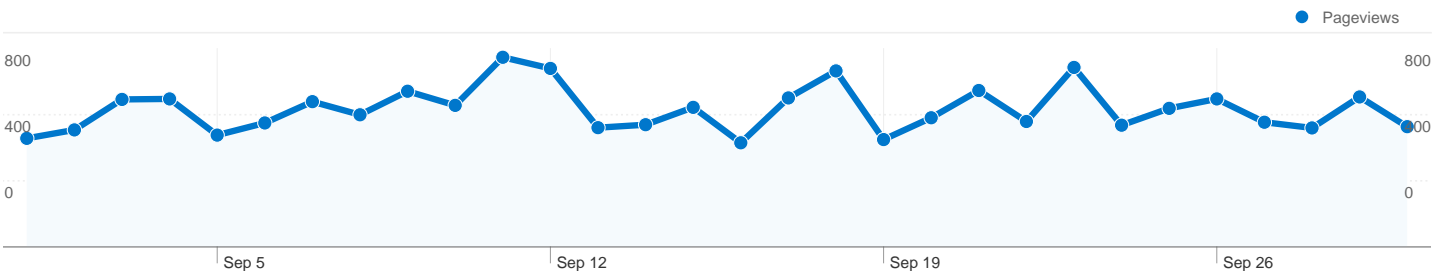
-  27.74% Direct Traffic
-  13.43% Referring Sites
-  58.81% Search Engines



-  **Search Engines**
258,440.00 (58.81%)
-  **Direct Traffic**
121,881.00 (27.74%)
-  **Referring Sites**
59,011.00 (13.43%)
-  **Other**
107 (0.02%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	236,509	53.82%	smartshanghai	23,370	9.04%
(direct) ((none))	121,881	27.74%	smart shanghai	22,233	8.60%
yahoo (organic)	8,306	1.89%	shanghai map	1,442	0.56%
bing (organic)	7,012	1.60%	smartshanghai.com	1,191	0.46%
facebook.com (referral)	6,785	1.54%	www.smartshanghai.com	933	0.36%



912 pages were viewed a total of 16,659 times

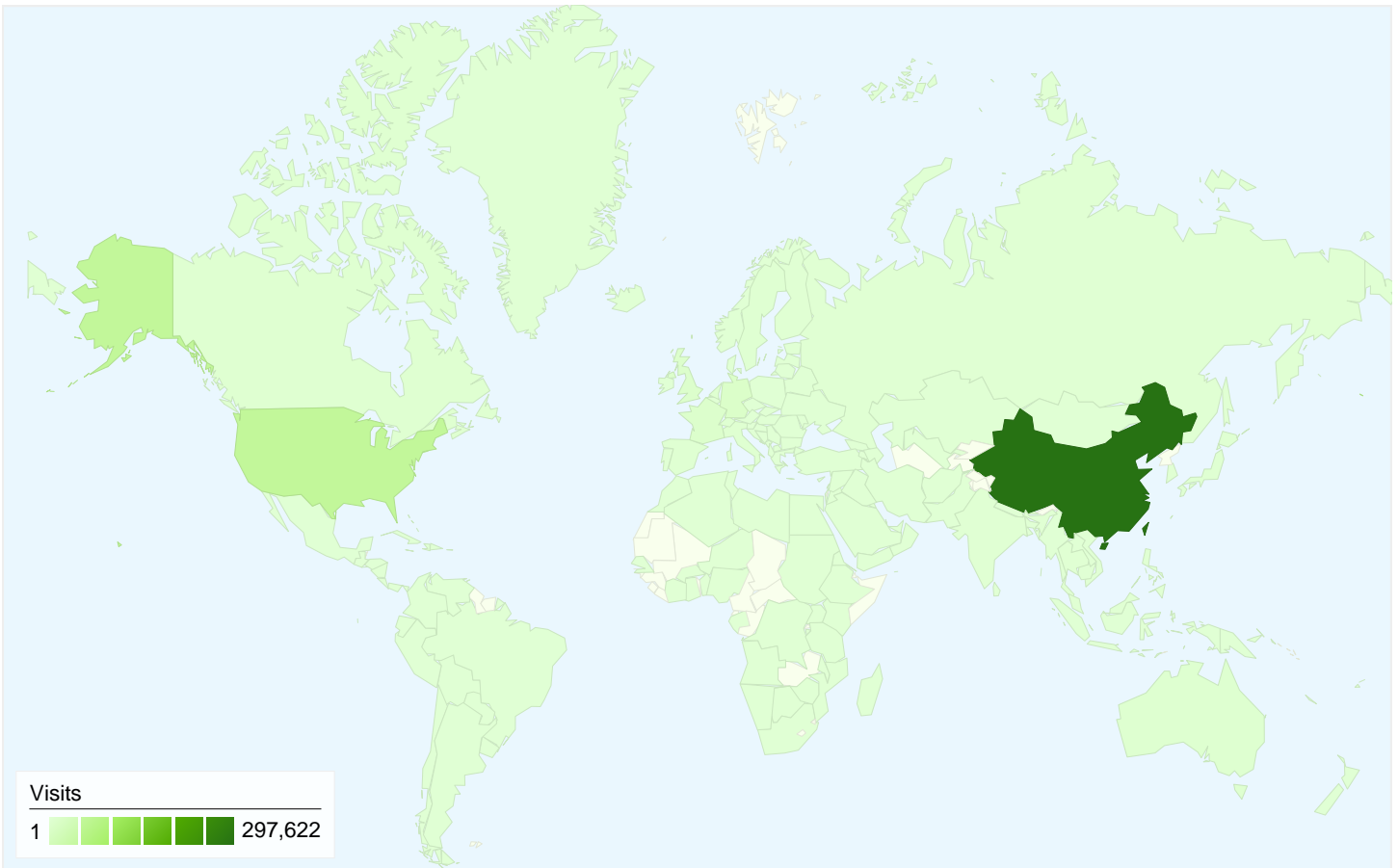
Filtered for pages containing "listings/shopping/"

Content Performance

Pageviews 16,659 % of Site Total: 0.76%	Unique Pageviews 15,080 % of Site Total: 0.84%	Avg. Time on Page 00:00:57 Site Avg: 00:01:26 (-33.47%)	Bounce Rate 47.80% Site Avg: 43.70% (9.38%)	% Exit 11.65% Site Avg: 20.01% (-41.76%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/listings/shopping/fakemarkets/	992	924	00:01:13	57.14%	16.73%	\$0.00
/listings/shopping/	933	807	00:01:24	37.74%	12.00%	\$0.00
/listings/shopping/fashion/	509	468	00:01:05	80.00%	12.77%	\$0.00
/listings/shopping/markets/	472	430	00:01:17	31.58%	8.26%	\$0.00
/listings/shopping/electronics/	429	368	00:01:05	36.84%	12.35%	\$0.00
/listings/shopping/sext toys/	331	308	00:01:09	48.84%	16.31%	\$0.00
/listings/shopping/shoppingmalls/	306	259	00:00:58	18.18%	6.86%	\$0.00
/listings/shopping/markets/?page=2	286	230	00:01:02	40.00%	4.90%	\$0.00
/listings/shopping/books/	279	253	00:01:14	38.46%	14.34%	\$0.00
/listings/shopping/shoes/	258	239	00:00:55	0.00%	10.08%	\$0.00

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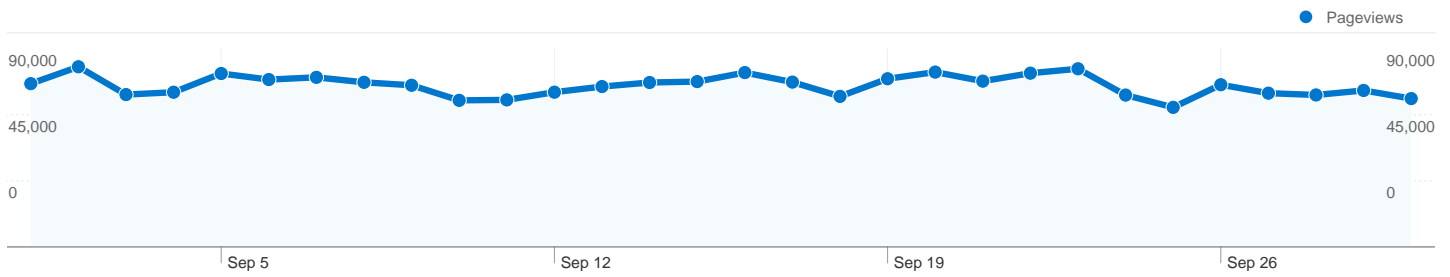


439,439 visits came from 173 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
China	297,622	5.45	00:06:15	18.51%	39.05%
United States	50,979	3.98	00:04:36	26.90%	52.29%
Hong Kong	11,082	3.77	00:03:59	28.28%	52.84%
Germany	9,659	4.97	00:05:40	33.27%	46.12%
(not set)	8,930	4.08	00:06:41	21.30%	48.20%
United Kingdom	7,526	3.77	00:04:20	32.98%	56.13%
France	7,426	4.82	00:05:24	29.11%	50.50%
Singapore	4,200	4.24	00:04:36	44.38%	55.55%
Australia	3,653	3.14	00:03:17	47.39%	64.77%

Italy	3,339	5.50	00:06:38	31.45%	51.03%
					1 - 10 of 173



Pages on this site were viewed a total of **2,196,387** times

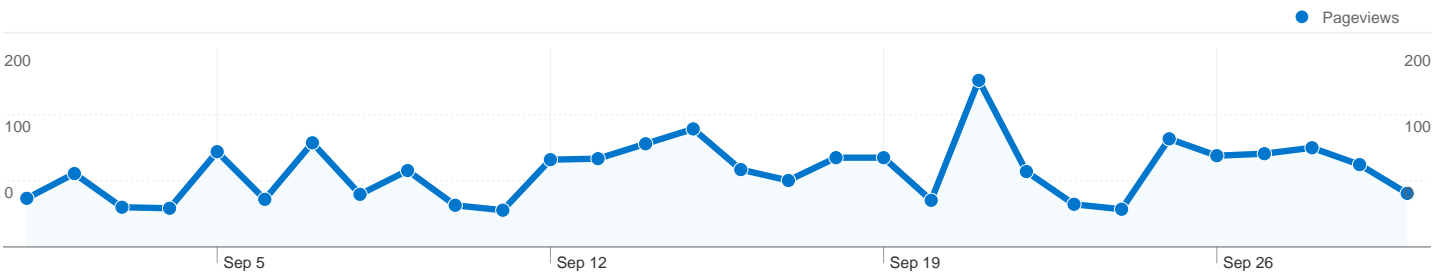
2,196,387 Pageviews

1,795,657 Unique Views

43.70% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	287,842	13.11%
/housing/	44,114	2.01%
/dating/browse/	43,311	1.97%
/dining/	27,188	1.24%
/housing/add/photos/	27,032	1.23%



153 pages were viewed a total of 2,289 times

Filtered for pages containing "listings/hotels/"

Content Performance

Pageviews 2,289 % of Site Total: 0.10%	Unique Pageviews 1,946 % of Site Total: 0.11%	Avg. Time on Page 00:00:51 Site Avg: 00:01:26 (-41.30%)	Bounce Rate 39.62% Site Avg: 43.70% (-9.33%)	% Exit 8.69% Site Avg: 20.01% (-56.55%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/listings/hotels/	671	520	00:00:58	35.29%	7.90%	\$0.00
/listings/hotels/?page=2	178	158	00:00:43	0.00%	3.37%	\$0.00
/listings/hotels/?page=3	127	113	00:00:45	0.00%	3.15%	\$0.00
/listings/hotels/boutique_hotels/	108	94	00:00:51	0.00%	7.41%	\$0.00
/listings/hotels/budget_hotels/	103	87	00:00:37	0.00%	8.74%	\$0.00
/listings/hotels/?page=4	97	86	00:00:59	0.00%	6.19%	\$0.00
/listings/hotels/?page=5	74	66	00:00:28	0.00%	9.46%	\$0.00
/listings/hotels/?page=6	60	52	00:00:26	0.00%	3.33%	\$0.00
/listings/hotels/luxury_hotels/	60	52	00:01:33	0.00%	6.67%	\$0.00
/listings/hotels/?page=7	57	51	00:00:32	0.00%	12.28%	\$0.00

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