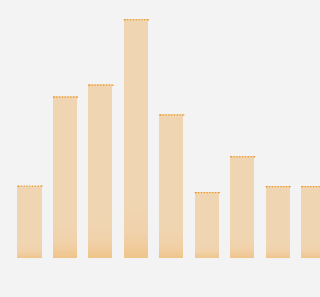


THE 2011

WEB ANALYTICS REVIEW



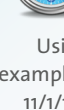
Hundreds of thousands of websites across the globe have participated in Google's ongoing study of web browsing behavior. So far, the results of the study have been very insightful. For example, global bounce rates and average time-on-site metrics are decreasing. In the operating systems wars, the Macintosh market share is steadily growing, while the Windows market share is dropping. Dig into the data presented below to discover global web usage trends.

Data courtesy of Google. Data collected comes from websites which have specifically opted-in to share data anonymously.

AVERAGE SITE METRICS

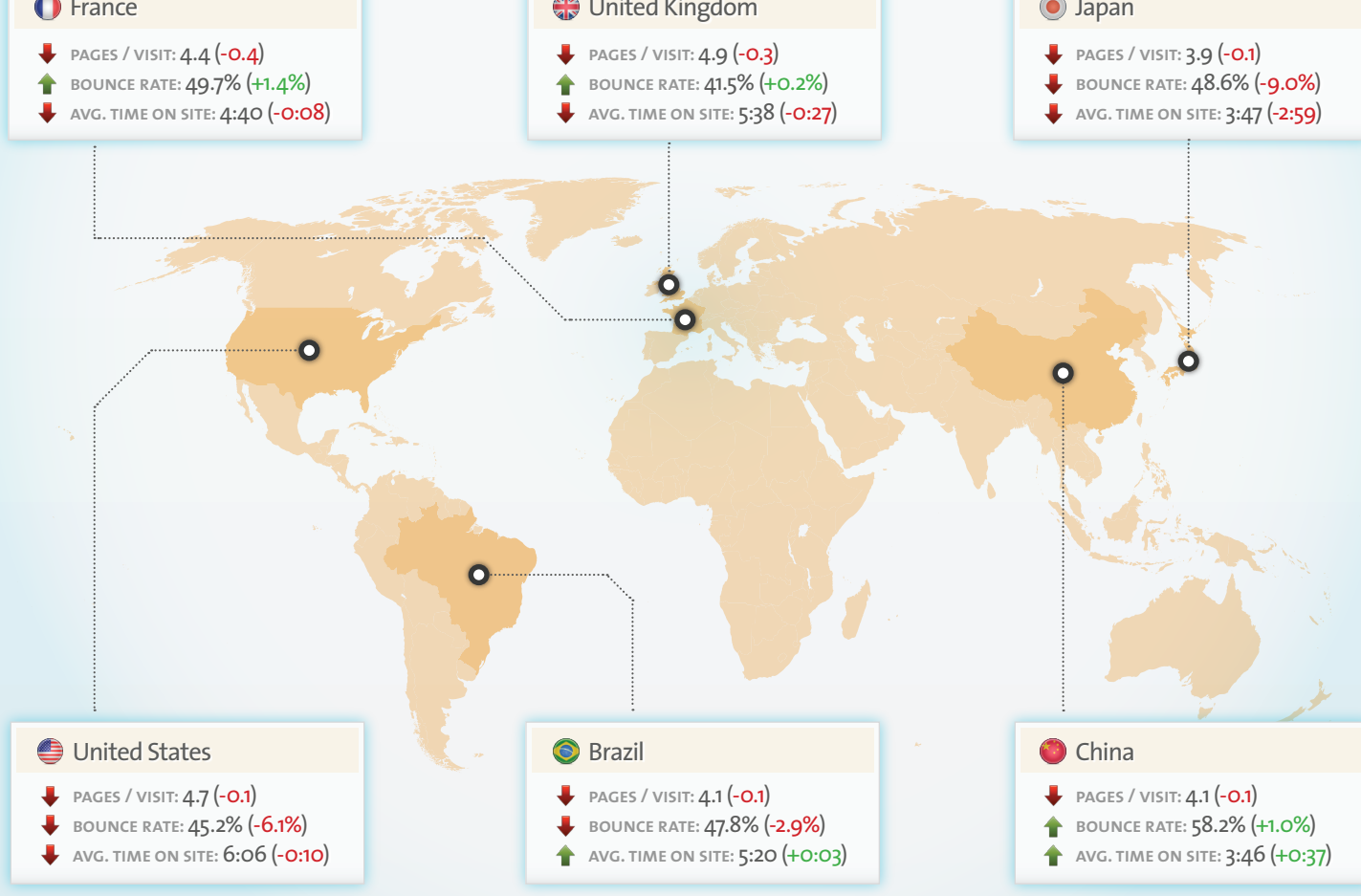
Compared to a year ago, websites have seen reduced pages / visit, average time on site, as well as bounce rate.

	11/1/09 - 2/1/10	11/1/10 - 2/1/11	Difference
PAGES/VISIT	4.9	4.5	(-0.4)
BOUNCE RATE	48.2%	47.0%	(-1.2%)
AVG. TIME ON SITE	5:49	4:50	(-0:26)



METRICS BREAKDOWN BY GEOGRAPHY

Using data from Google, we're able to breakdown site metrics at the country level. A few examples are presented below. The metrics for each country represents data from the date range 11/1/10-2/1/11. The parenthesized number is the year-over-year delta compared to a year ago.



BREAKDOWN BY TRAFFIC SOURCE

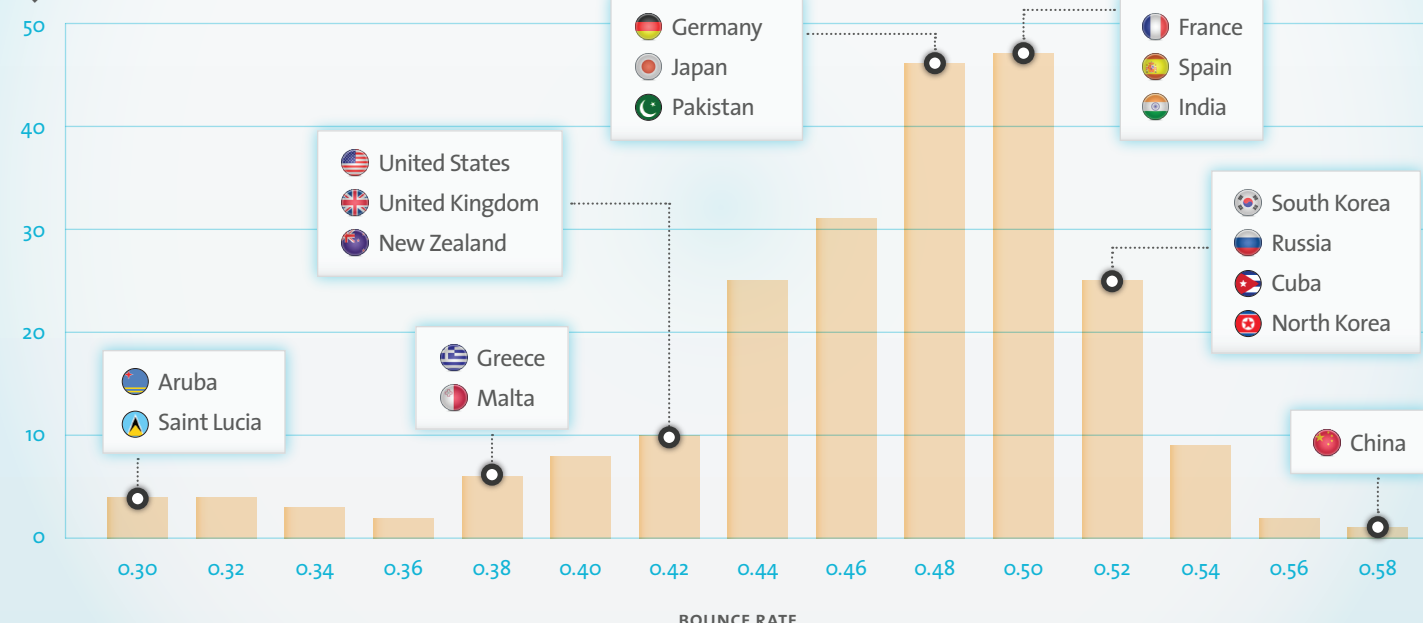
Traffic sources below are identified by how the "source" and "medium" parameters are received by the Google Analytics collecting servers. For detailed descriptions of what these designations refer to, please visit: bit.ly/klucpX. The values below represent the metric for the date range 11/1/10-2/1/11. The parenthesized number is the year-over-year delta compared to a year ago

	Pages/Visit	Bounce Rate	Avg. Time on Site
DIRECT	4.0 (-0.5)	47.2% (-4.0%)	5:21 (-0:07)
REFERRAL	5.0 (+0.1)	43.1% (-1.1%)	6:36 (-1:48)
ORGANIC SEARCH	4.9 (-0.1)	47.9% (-1.1%)	4:43 (+0:06)
CPC SEARCH	5.6 (+0.0)	41.4% (-1.7%)	3:57 (+0:07)



BOUNCE RATE DISTRIBUTION BY COUNTRY

The distribution below is annotated with a sampling of countries from different bounce rate groups.



TRAFFIC SOURCES

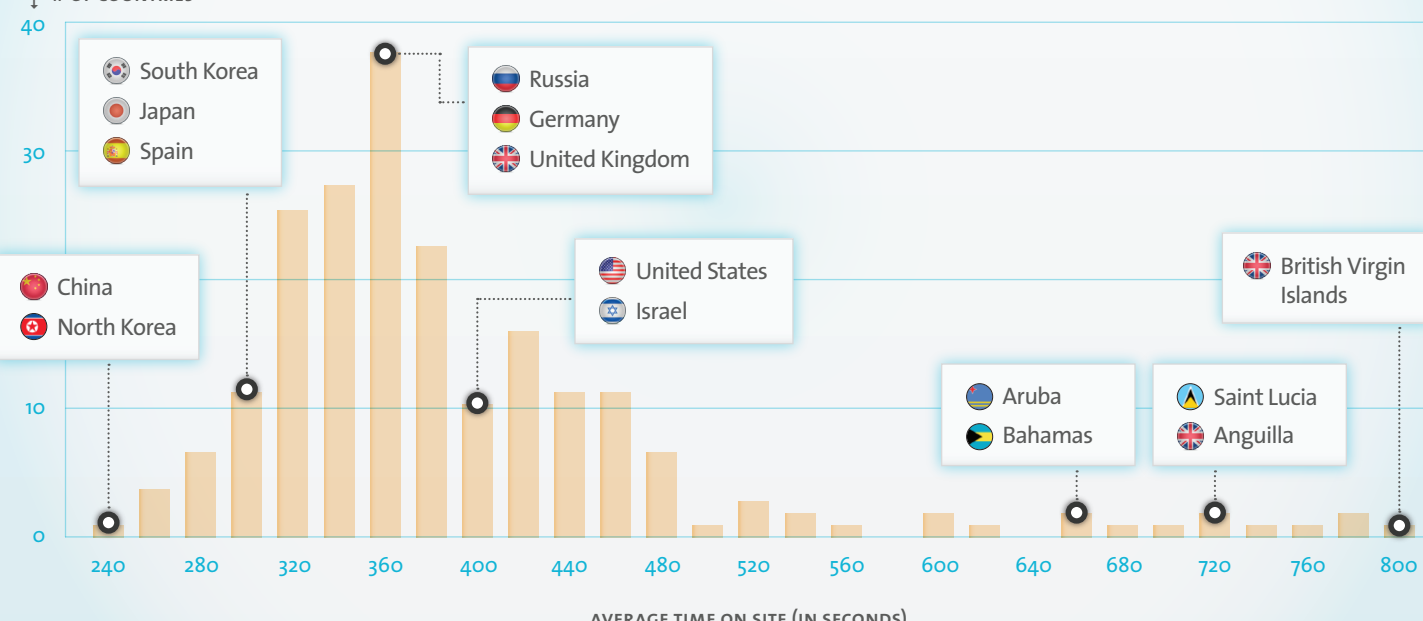
Traffic sources below are identified by how the "source" and "medium" parameters are received by the Google Analytics collecting servers. For detailed descriptions of what these designations refer to, please visit: bit.ly/klucpX.

	11/1/09 - 2/1/10	11/1/10 - 2/1/11	Difference
DIRECT	36.5%	36.8%	(+0.3%)
REFERRAL	21.0%	19.4%	(-1.6%)
SEARCH ENGINES	27.0%	28.0%	(+1.0%)
OTHER	15.5%	15.8%	(+0.3%)



AVERAGE TIME ON SITE DISTRIBUTION BY COUNTRY

The distribution below is annotated with a sampling of countries from different "time on site" groups. It's interesting to note that the country groups in this distribution appear to be in the reverse order as those in the bounce rate distribution.



OPERATING SYSTEMS

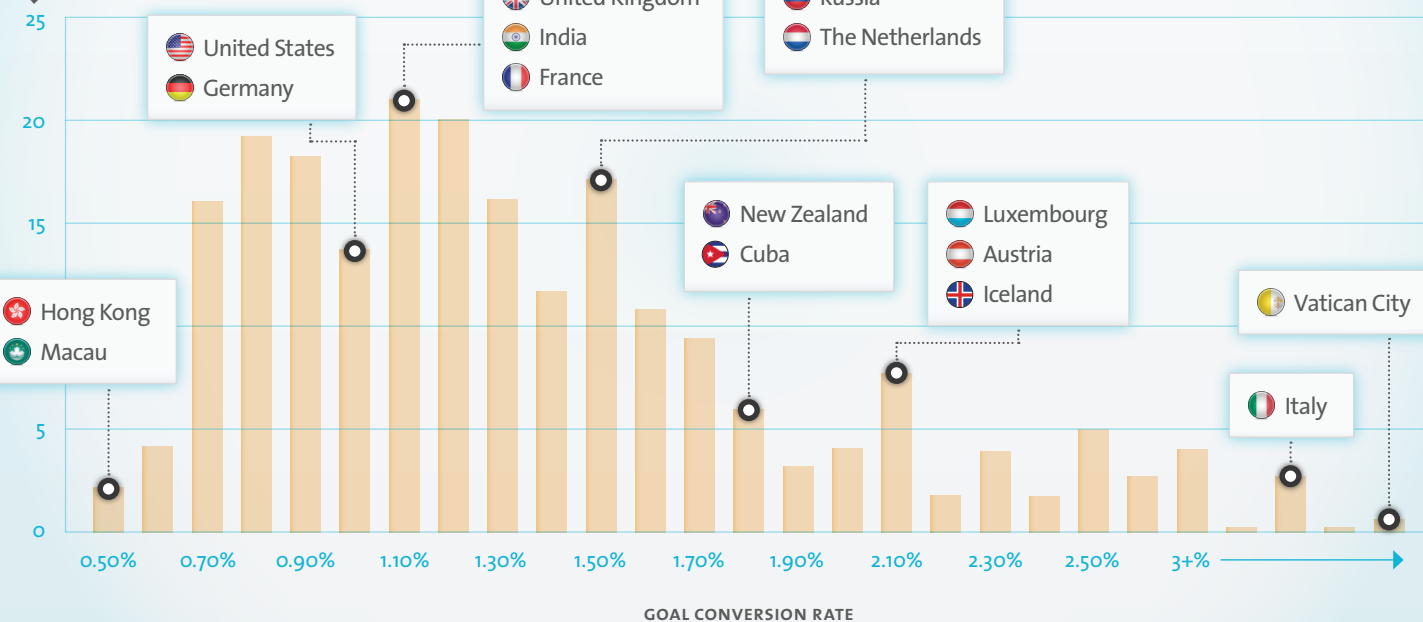
Browsers and operating systems (OS) are identified by the "referrer" string sent by users' browsers.

	11/1/09 - 2/1/10	11/1/10 - 2/1/11	Difference
WINDOWS	89.9%	84.8%	(-5.1%)
MACINTOSH	4.5%	5.2%	(+0.7%)
LINUX	0.6%	0.7%	(+0.1%)
OTHER	5%	9.3%	(+4.3%)



GOAL CONVERSION RATE DISTRIBUTION BY COUNTRY

The metric most loved by marketers is perhaps the "conversion rate." Here is the worldwide distribution of Google Analytics "goal conversion rate" by country.



DESIGNED BY



DATA COURTESY OF



TRY KISSMETRICS FOR FREE

KISSmetrics is a powerful web analytics solution that helps you make smarter business decisions. Start your FREE trial at kissmetrics.com/signup