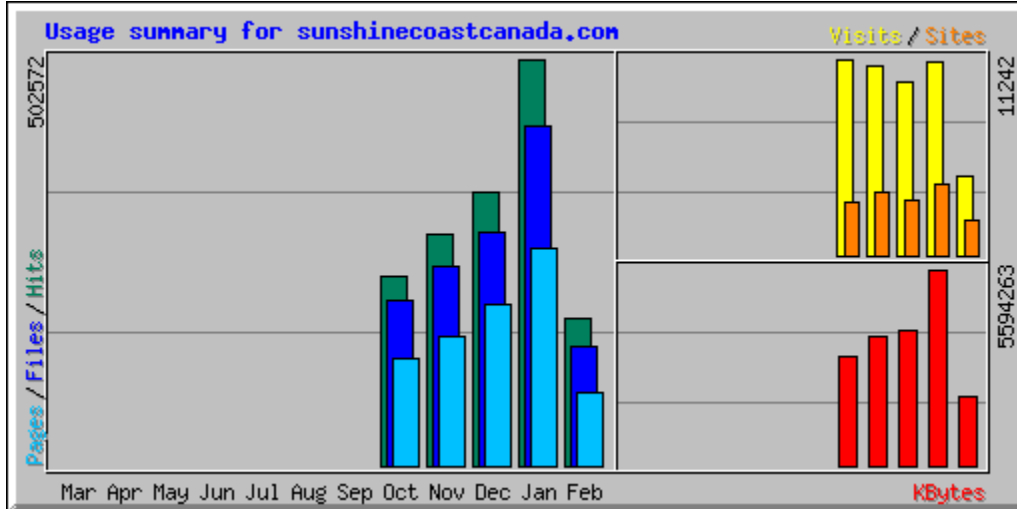


Sunshine Coast Tourism Webmaster Report to Jan. 31/10 Marketing Assistant Report to Feb. 25/10

Generated 11-Feb-2010 03:17 EST



Summary by Month										
Month	Daily Avg					Monthly Totals				
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Feb 2010	16536	13493	8296	413	2004	1991938	4553	91257	148423	181906
Jan 2010	16212	13564	8691	358	4063	5594263	11107	269436	420504	502572
Dec 2009	10886	9289	6395	318	3110	3846683	9869	198265	287959	337488
Nov 2009	9551	8190	5352	360	3636	3668762	10819	160584	245712	286545
Oct 2009	10124	8898	5715	488	3048	3138798	11242	131453	204665	232864
Totals						18240444	47590	850995	1307263	1541375

Stats	Jan-09	Jan-10	% Difference
Visits:	4,467	11,107	149%
Pages	15,057	269,436	1,689%
Files	95,435	420,504	341%
Hits	121,869	502,572	312%

Visit: When visitor comes to the site and requests one or more pages.
Hit: All the requests for text and images, etc. for each page loaded. So one page load can have 10 hits (that is the average).
Page: Each page stat is the request to load a single page of the site.
File: Information contained on a page, i.e. a pdf file that is located on one or more pages.

Most requested pages:

Dec Rank	Jan Rank	Page	Dec Hits	Jan Hits
#1	#1	Business Directory:	12,974	14148
#2	#2	Photo Gallery	8,686	6647
#3	#3	Calendar	3,841	6583
#4	#4	Home Page	2,248	3140
#5	#5	Accommodations (/visit/accommodations):	473	745
#7	#6	Things to Do (/visit/activities)	421	500
#6	#7	Sunshine Coast (/visit)	427	466
#9	#8	Events (/visit/events.php)	344	425
#12	#9	Map	316	415
#8	#10	Sunshine Coast Experience Guide	409	410
#11	#11	Deals	322	394
#9	#12	Gibsons (/visit/community/gibsons.php)	352	373
	#13	Olympics (/sunshine-coast/2010-olympics.php)		358
#15	#14	Special Places (visit/places/)	282	357
#17	#15	Getting Here (sunshine-coast/transportation.php)	256	326

1. Google Analytics allows us to see the exact **Business Directory pages** that are being viewed. The top 13 are:
 - a. Cottages
 - b. All Accommodations
 - c. B&B's
 - d. Resorts
 - e. Hotels
 - f. Campgrounds
 - g. Motels
 - h. All Shopping
 - i. Catering
 - j. All Food & Beverage Operators
 - k. All Arts & Culture
 - l. All Adventure & Recreation
 - m. Realtors

2. **Advertising is now available** on the website to all members. Costs range from \$75 to \$200. More details will be posted on the 'Member Resources' page at the end of February.

3. The Business Directory is going through a facelift, and is now offering an enhanced listing. These **Premium Listings** provide:
 - a. Preferred placement at the top of the page above all regular listings.
 - b. More details about your business
 - c. More images
 - d. All this at a cost of **\$100 per year**.