

Site Usage

250,261 Visits

81.18% Bounce Rate

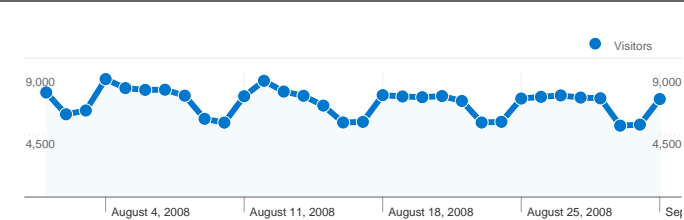
362,940 Pageviews

00:01:42 Avg. Time on Site

1.45 Pages/Visit

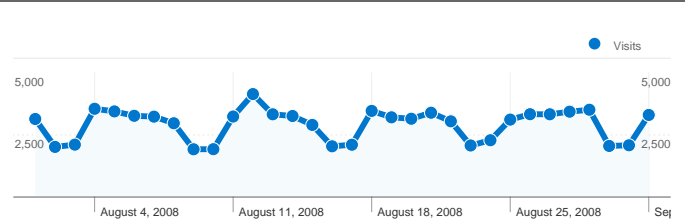
57.41% % New Visits

Visitors Overview



Visitors
154,486

Direct Traffic

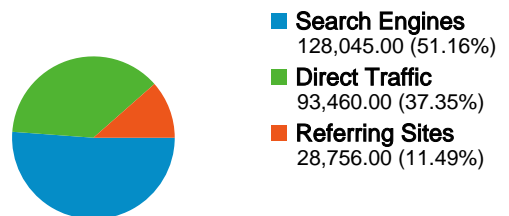


Visits
93,460

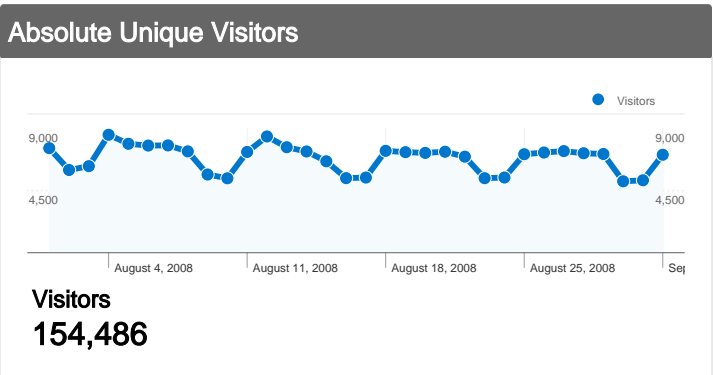
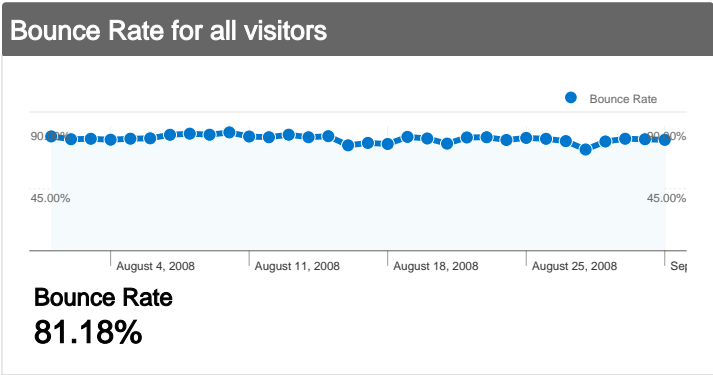
Content by Title

Page Title	Pageviews	% visits
O Velho - Notícias	215,142	59.28%
O Velho - Sobre o Velho -	4,892	1.35%
O Velho - Tecnologia,	3,010	0.83%
O Velho - Internet - Criação de	1,540	0.42%
O Velho - Artigos e Reviews	1,255	0.35%

Traffic Sources Overview



Keywords		
Keyword	Visits	% visits
o velho	3,001	2.34%
ovelho	2,866	2.24%
imagem e ação	564	0.44%
tv no pc	460	0.36%
titanic 2	459	0.36%



Operating Systems

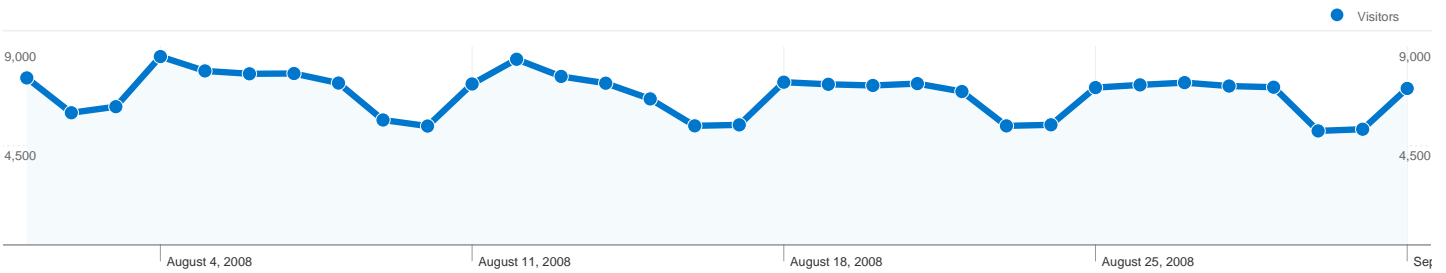
Operating System	Visits	% visits
Windows	238,207	95.18%
Linux	7,763	3.10%
Macintosh	3,681	1.47%
(not set)	182	0.07%
SymbianOS	145	0.06%

Browsers

Browser	Visits	% visits
Firefox	125,492	50.14%
Internet Explorer	114,808	45.88%
Opera	6,437	2.57%
Safari	2,277	0.91%
Mozilla	1,099	0.44%

All Traffic Sources

Source/Medium	Visits	% visits
google / organic	125,301	50.07%
(direct) / (none)	93,460	37.35%
google.com.br / referral	7,742	3.09%
google.com / referral	4,583	1.83%
yahoo / organic	1,600	0.64%



154,486 people visited this site

250,261 Visits

154,486 Absolute Unique Visitors

362,940 Pageviews

1.45 Average Pageviews

00:01:42 Time on Site

81.18% Bounce Rate

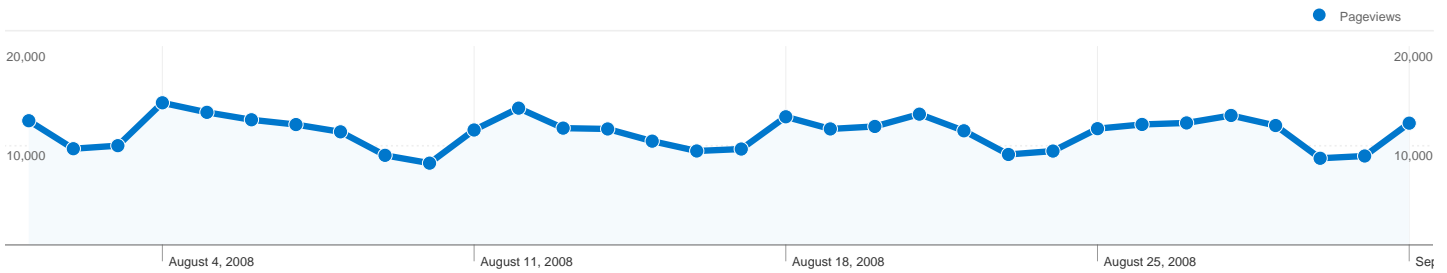
57.41% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Firefox	125,492	50.14%	DSL	114,231	45.64%
Internet Explorer	114,808	45.88%	Unknown	108,167	43.22%
Opera	6,437	2.57%	Cable	13,002	5.20%
Safari	2,277	0.91%	Dialup	9,961	3.98%
Mozilla	1,099	0.44%	T1	4,669	1.87%

O Velho
Content by Title

Aug 1, 2008 - Sep 1, 2008
 Comparing to: Site



9,357 page titles were viewed a total of 362,940 times

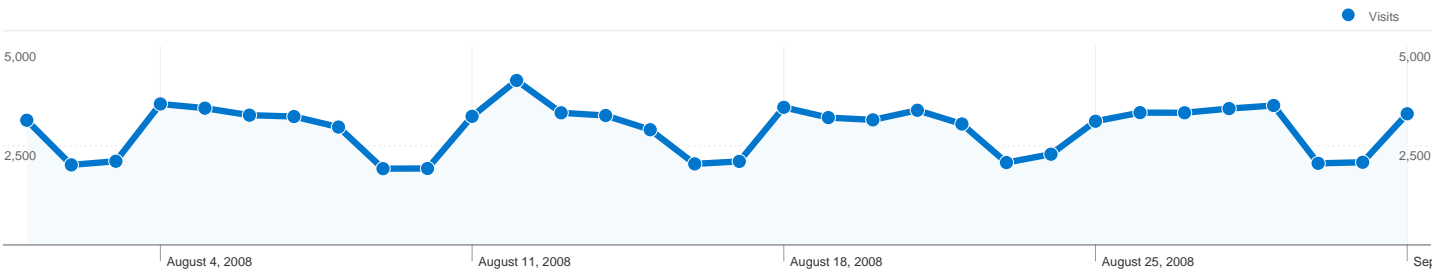
Content Performance

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
O Velho - Notícias	215,142	189,348	00:04:15	77.64%	67.28%	\$0.00
O Velho - Sobre o Velho - Virtua 6Mb - Velhote voando baixo - Notícias	4,892	3,864	00:05:18	71.53%	63.29%	\$0.00
O Velho - Tecnologia, Informática, Ciência, Internet, Espaço e Games !	3,010	2,331	00:00:55	67.30%	25.25%	\$0.00
O Velho - Internet - Criação de Grupos no Portal Ciência e Tecnologia habilitada - Notícias	1,540	1,317	00:05:19	73.62%	66.30%	\$0.00
O Velho - Artigos e Reviews	1,255	1,062	00:01:14	59.12%	34.10%	\$0.00
O Velho - Virtua 6Mb - Velhote voando baixo - Sobre o Velho - Notícias	831	750	00:04:26	82.52%	58.24%	\$0.00
O Velho - Desenhos animados completos no YouTube - Entretenimento - Notícias	583	544	00:02:11	81.78%	80.27%	\$0.00
O Velho - Impressões - Sobre o Velho - Notícias	547	523	00:03:37	64.77%	54.84%	\$0.00
O Velho - Jogos grátis para celular - Games - Notícias	537	499	00:02:56	80.80%	77.84%	\$0.00
O Velho - "Imagem e ação" on-line - Internet - Notícias	530	510	00:02:33	90.37%	89.25%	\$0.00

1 - 10 of 9,357

O Velho
Direct Traffic

Aug 1, 2008 - Sep 1, 2008
Comparing to: Site



93,460 visits came directly to this site

Site Usage



93,460 Visits

% of Site Total: 37.35%



1.62 Pages/Visit

Site Avg: 1.45 (11.72%)



00:02:35 Avg. Time on Site

Site Avg: 00:01:42 (51.64%)



32.58% % New Visits

Site Avg: 57.41% (-43.24%)

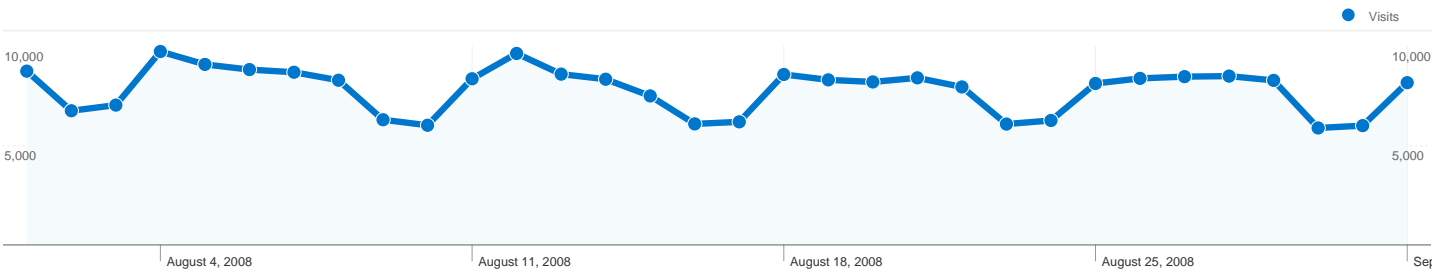


75.68% Bounce Rate




Site Avg: 81.18% (-6.77%)

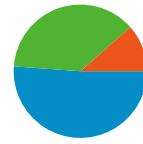
O Velho
Traffic Sources Overview

Aug 1, 2008 - Sep 1, 2008
 Comparing to: Site



All traffic sources sent a total of 250,261 visits

-  **37.35%** Direct Traffic
-  **11.49%** Referring Sites
-  **51.16%** Search Engines

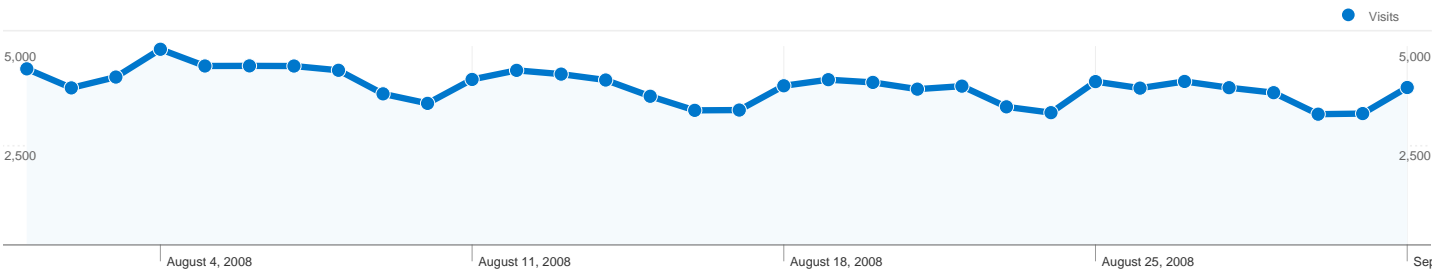


- **Search Engines**
128,045.00 (51.16%)
- **Direct Traffic**
93,460.00 (37.35%)
- **Referring Sites**
28,756.00 (11.49%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	125,301	50.07%
(direct) ((none))	93,460	37.35%
google.com.br (referral)	7,742	3.09%
google.com (referral)	4,583	1.83%
yahoo (organic)	1,600	0.64%

Keywords	Visits	% visits
o velho	3,001	2.34%
ovelho	2,866	2.24%
imagem e ação	564	0.44%
tv no pc	460	0.36%
titanic 2	459	0.36%



Search sent 128,045 total visits via 53,077 keywords

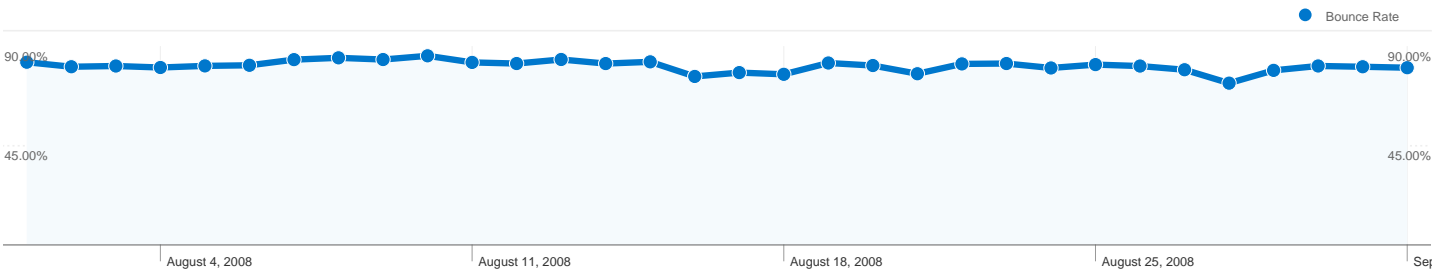
Site Usage

Visits 128,045 % of Site Total: 51.16%	Pages/Visit 1.29 Site Avg: 1.45 (-11.32%)	Avg. Time on Site 00:00:54 Site Avg: 00:01:42 (-47.58%)	% New Visits 79.57% Site Avg: 57.41% (38.62%)	Bounce Rate 86.54% Site Avg: 81.18% (6.60%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
o velho	3,001	2.20	00:04:23	28.86%	62.78%
ovelho	2,866	1.89	00:03:00	21.18%	69.82%
imagem e ação	564	1.12	00:00:19	67.91%	91.67%
tv no pc	460	1.37	00:00:54	93.91%	78.91%
titanic 2	459	1.12	00:00:26	94.55%	94.34%
bateria virtual	453	1.33	00:00:27	80.13%	79.91%
transport tycoon	373	1.51	00:01:47	83.38%	82.04%
aprendendo a desenhar	349	1.27	00:00:39	93.41%	85.96%
imagem e ação online	330	1.13	00:00:25	63.94%	90.91%
sql injection	328	1.18	00:01:14	87.80%	87.50%
1 - 10 of 53,077					

Bounce Rate for all visitors

Aug 1, 2008 - Sep 1, 2008

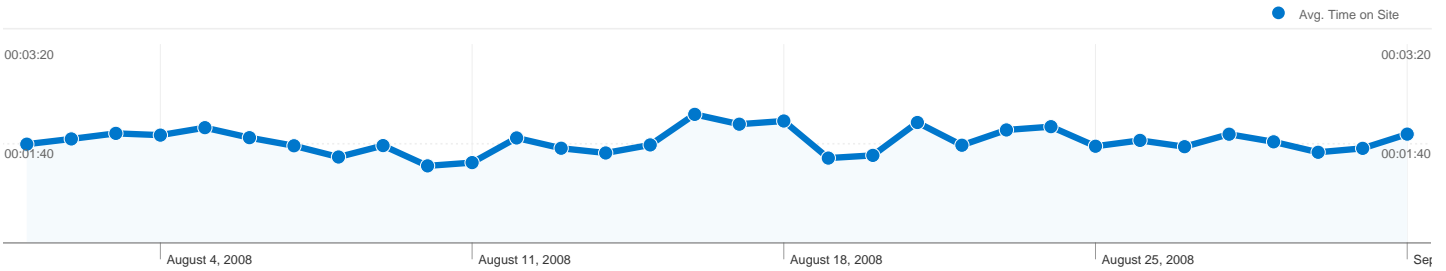
Comparing to: Site



81.18% Bounce Rate

Friday, August 1, 2008	82.92%
Saturday, August 2, 2008	80.86%
Sunday, August 3, 2008	81.19%
Monday, August 4, 2008	80.51%
Tuesday, August 5, 2008	81.25%
Wednesday, August 6, 2008	81.52%
Thursday, August 7, 2008	84.08%
Friday, August 8, 2008	84.90%
Saturday, August 9, 2008	84.12%
Sunday, August 10, 2008	85.81%
Monday, August 11, 2008	82.82%
Tuesday, August 12, 2008	82.31%
Wednesday, August 13, 2008	84.15%
Thursday, August 14, 2008	82.30%
Friday, August 15, 2008	83.08%
Saturday, August 16, 2008	76.45%
Sunday, August 17, 2008	78.20%
Monday, August 18, 2008	77.43%
Tuesday, August 19, 2008	82.55%
Wednesday, August 20, 2008	81.41%
Thursday, August 21, 2008	77.68%
Friday, August 22, 2008	82.15%
Saturday, August 23, 2008	82.31%
Sunday, August 24, 2008	80.30%
Monday, August 25, 2008	81.83%
Tuesday, August 26, 2008	81.17%

Wednesday, August 27, 2008	79.49%
Thursday, August 28, 2008	73.41%
Friday, August 29, 2008	79.22%
Saturday, August 30, 2008	81.21%
Sunday, August 31, 2008	80.85%
Monday, September 1, 2008	80.42%



00:01:42 Avg. Time on Site

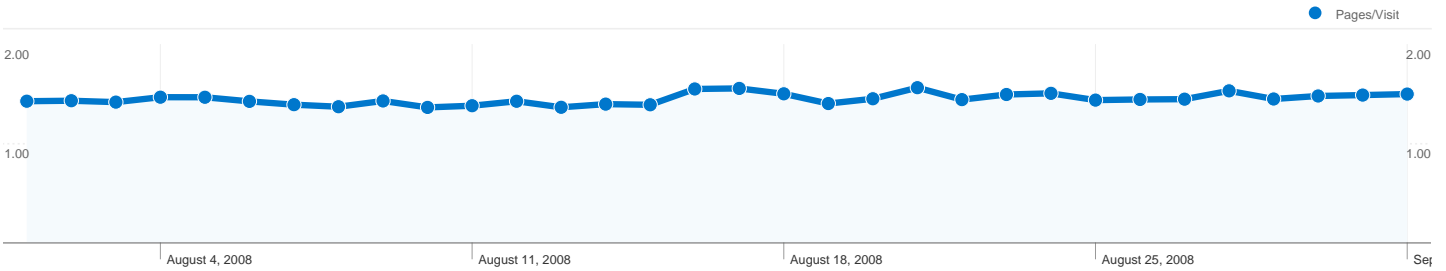
Friday, August 1, 2008	00:01:40
Saturday, August 2, 2008	00:01:45
Sunday, August 3, 2008	00:01:50
Monday, August 4, 2008	00:01:49
Tuesday, August 5, 2008	00:01:56
Wednesday, August 6, 2008	00:01:46
Thursday, August 7, 2008	00:01:38
Friday, August 8, 2008	00:01:27
Saturday, August 9, 2008	00:01:38
Sunday, August 10, 2008	00:01:18
Monday, August 11, 2008	00:01:21
Tuesday, August 12, 2008	00:01:46
Wednesday, August 13, 2008	00:01:35
Thursday, August 14, 2008	00:01:31
Friday, August 15, 2008	00:01:39
Saturday, August 16, 2008	00:02:10
Sunday, August 17, 2008	00:02:00
Monday, August 18, 2008	00:02:03
Tuesday, August 19, 2008	00:01:26
Wednesday, August 20, 2008	00:01:28
Thursday, August 21, 2008	00:02:01
Friday, August 22, 2008	00:01:39
Saturday, August 23, 2008	00:01:54
Sunday, August 24, 2008	00:01:57
Monday, August 25, 2008	00:01:38
Tuesday, August 26, 2008	00:01:43

Wednesday, August 27, 2008	 00:01:37
Thursday, August 28, 2008	 00:01:50
Friday, August 29, 2008	 00:01:42
Saturday, August 30, 2008	 00:01:31
Sunday, August 31, 2008	 00:01:35
Monday, September 1, 2008	 00:01:50

Average Pageviews for all visitors

Aug 1, 2008 - Sep 1, 2008

Comparing to: Site



1.45 Pages/Visit

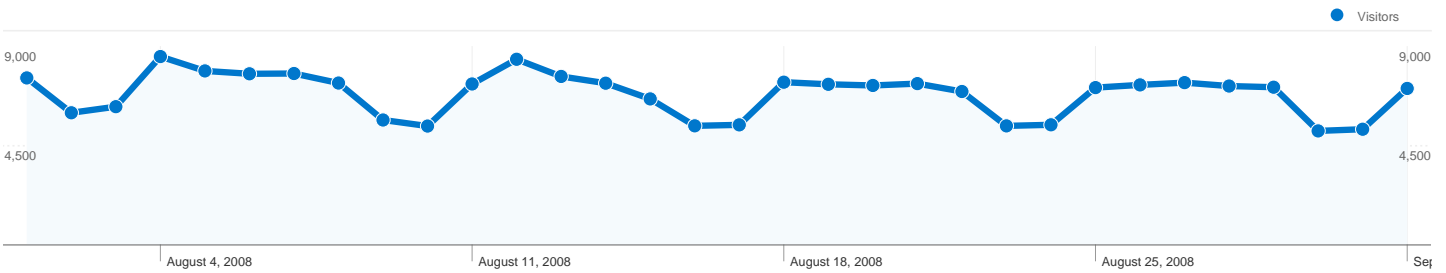
Friday, August 1, 2008	1.43
Saturday, August 2, 2008	1.43
Sunday, August 3, 2008	1.42
Monday, August 4, 2008	1.47
Tuesday, August 5, 2008	1.47
Wednesday, August 6, 2008	1.43
Thursday, August 7, 2008	1.39
Friday, August 8, 2008	1.37
Saturday, August 9, 2008	1.43
Sunday, August 10, 2008	1.37
Monday, August 11, 2008	1.38
Tuesday, August 12, 2008	1.43
Wednesday, August 13, 2008	1.37
Thursday, August 14, 2008	1.40
Friday, August 15, 2008	1.39
Saturday, August 16, 2008	1.55
Sunday, August 17, 2008	1.56
Monday, August 18, 2008	1.50
Tuesday, August 19, 2008	1.41
Wednesday, August 20, 2008	1.45
Thursday, August 21, 2008	1.57
Friday, August 22, 2008	1.44
Saturday, August 23, 2008	1.50
Sunday, August 24, 2008	1.51
Monday, August 25, 2008	1.44
Tuesday, August 26, 2008	1.45

Wednesday, August 27, 2008	1.45
Thursday, August 28, 2008	1.53
Friday, August 29, 2008	1.45
Saturday, August 30, 2008	1.48
Sunday, August 31, 2008	1.49
Monday, September 1, 2008	1.50

Absolute Unique Visitors

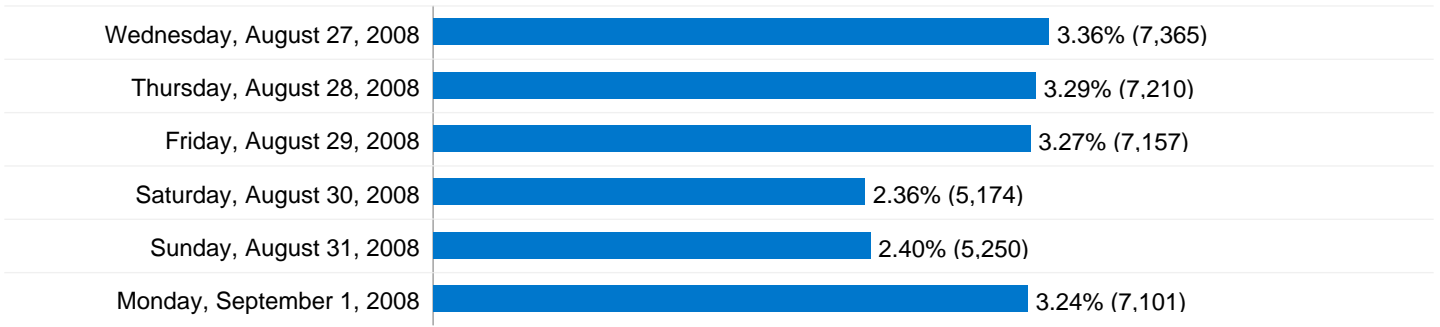
Aug 1, 2008 - Sep 1, 2008

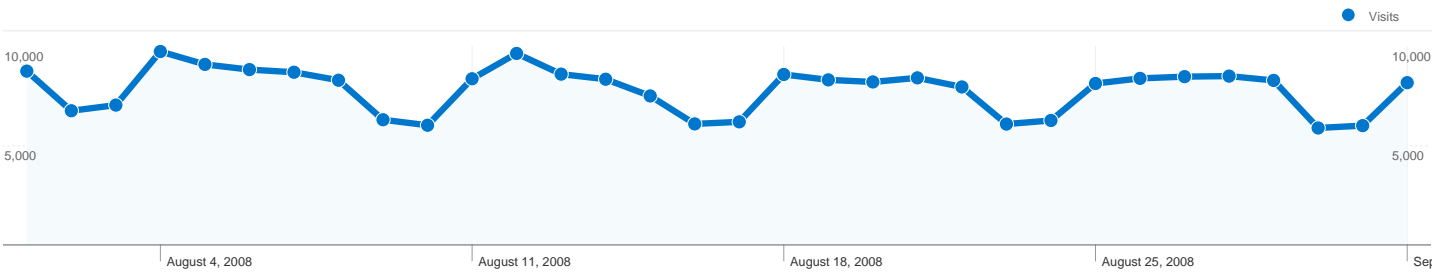
Comparing to: Site



154,486 Absolute Unique Visitors

Friday, August 1, 2008	3.46% (7,579)
Saturday, August 2, 2008	2.74% (5,997)
Sunday, August 3, 2008	2.86% (6,273)
Monday, August 4, 2008	3.90% (8,548)
Tuesday, August 5, 2008	3.60% (7,896)
Wednesday, August 6, 2008	3.54% (7,766)
Thursday, August 7, 2008	3.55% (7,778)
Friday, August 8, 2008	3.35% (7,346)
Saturday, August 9, 2008	2.59% (5,669)
Sunday, August 10, 2008	2.46% (5,394)
Monday, August 11, 2008	3.33% (7,304)
Tuesday, August 12, 2008	3.84% (8,425)
Wednesday, August 13, 2008	3.49% (7,646)
Thursday, August 14, 2008	3.35% (7,339)
Friday, August 15, 2008	3.02% (6,626)
Saturday, August 16, 2008	2.47% (5,404)
Sunday, August 17, 2008	2.49% (5,448)
Monday, August 18, 2008	3.37% (7,385)
Tuesday, August 19, 2008	3.33% (7,289)
Wednesday, August 20, 2008	3.30% (7,236)
Thursday, August 21, 2008	3.34% (7,320)
Friday, August 22, 2008	3.18% (6,962)
Saturday, August 23, 2008	2.47% (5,402)
Sunday, August 24, 2008	2.49% (5,451)
Monday, August 25, 2008	3.26% (7,139)
Tuesday, August 26, 2008	3.31% (7,262)



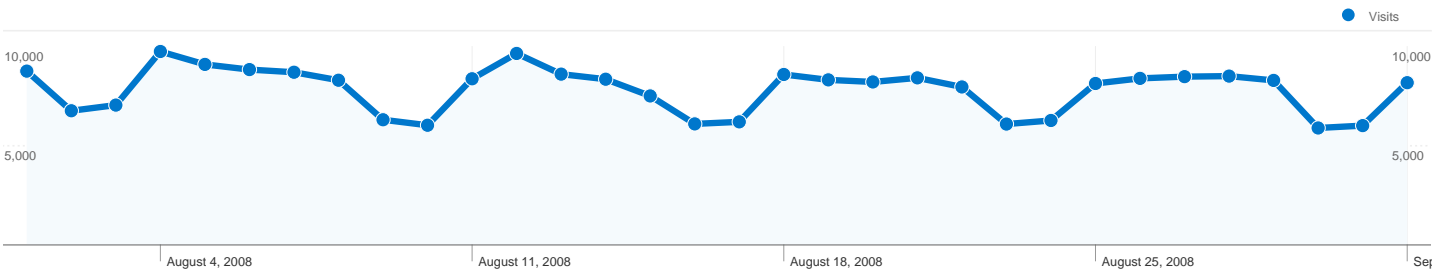


250,261 visits used 23 browsers

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
250,261 % of Site Total: 100.00%	1.45 Site Avg: 1.45 (0.00%)	00:01:42 Site Avg: 00:01:42 (0.00%)	57.45% Site Avg: 57.41% (0.08%)	81.18% Site Avg: 81.18% (0.00%)	
Browser	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Firefox	125,492	1.55	00:02:15	44.83%	78.53%
Internet Explorer	114,808	1.32	00:01:04	72.84%	84.48%
Opera	6,437	1.79	00:02:51	33.49%	74.40%
Safari	2,277	1.34	00:01:39	49.10%	82.92%
Mozilla	1,099	1.50	00:01:38	46.95%	77.07%
Konqueror	46	1.17	00:01:09	82.61%	82.61%
Playstation 3	22	1.09	00:00:02	100.00%	90.91%
(not set)	19	4.00	00:05:29	15.79%	10.53%
Mozilla Compatible Agent	13	1.31	00:00:24	46.15%	76.92%
Lynx	10	1.20	00:01:05	0.00%	90.00%

1 - 10 of 23

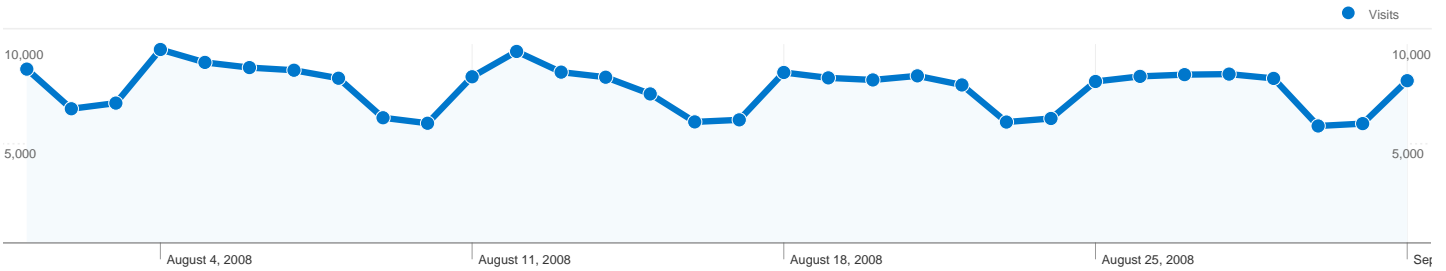


250,261 visits used 15 operating systems

Site Usage

Visits 250,261 % of Site Total: 100.00%	Pages/Visit 1.45 Site Avg: 1.45 (0.00%)	Avg. Time on Site 00:01:42 Site Avg: 00:01:42 (0.00%)	% New Visits 57.45% Site Avg: 57.41% (0.08%)	Bounce Rate 81.18% Site Avg: 81.18% (0.00%)	
Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Windows	238,207	1.44	00:01:40	58.17%	81.41%
Linux	7,763	1.65	00:03:05	45.16%	74.98%
Macintosh	3,681	1.43	00:02:00	34.85%	79.27%
(not set)	182	1.43	00:00:52	71.43%	81.32%
SymbianOS	145	1.21	00:00:38	100.00%	85.52%
iPhone	123	1.14	00:00:35	56.10%	91.06%
iPod	63	1.48	00:01:51	47.62%	74.60%
OpenBSD	29	1.24	00:01:23	6.90%	79.31%
FreeBSD	26	2.58	00:04:07	42.31%	61.54%
Playstation 3	22	1.09	00:00:02	100.00%	90.91%

1 - 10 of 15



All traffic sources sent 250,261 visits via 883 sources and mediums

Site Usage

Visits 250,261 % of Site Total: 100.00%	Pages/Visit 1.45 Site Avg: 1.45 (0.00%)	Avg. Time on Site 00:01:42 Site Avg: 00:01:42 (0.00%)	% New Visits 57.45% Site Avg: 57.41% (0.08%)	Bounce Rate 81.18% Site Avg: 81.18% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	125,301	1.29	00:00:54	79.41%	86.63%
(direct) / (none)	93,460	1.62	00:02:35	32.58%	75.68%
google.com.br / referral	7,742	1.66	00:02:09	23.70%	71.61%
google.com / referral	4,583	1.61	00:01:47	21.25%	72.90%
yahoo / organic	1,600	1.32	00:00:42	90.50%	82.56%
orkut.com.br / referral	1,133	1.40	00:01:32	58.78%	82.97%
images.google.com.br / referral	1,086	1.58	00:01:30	90.61%	81.22%
netvibes.com / referral	1,085	1.61	00:02:41	16.77%	70.97%
ueba.com.br / referral	864	1.43	00:01:36	11.69%	76.39%
rodrigostoledo.com / referral	797	2.19	00:13:14	77.04%	82.94%

1 - 10 of 883