

Site Usage

119,145 Visits

69.90% Bounce Rate

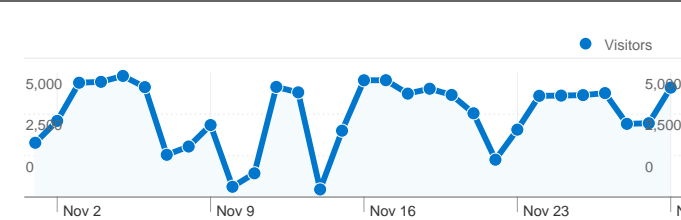
195,436 Pageviews

00:02:38 Avg. Time on Site

1.64 Pages/Visit

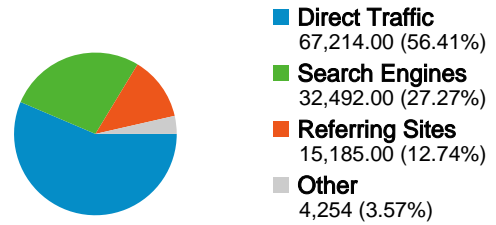
46.56% % New Visits

Visitors Overview

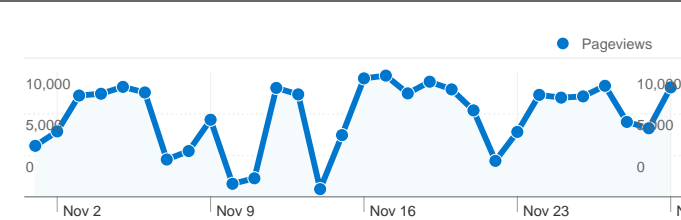


Visitors
62,287

Traffic Sources Overview

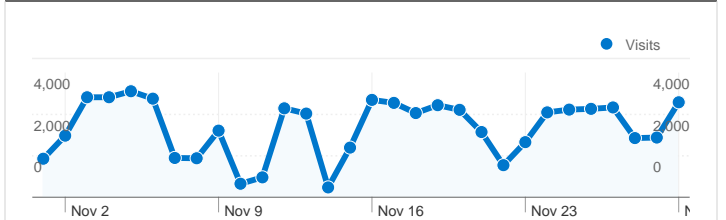


Pageviews for all visitors



Pageviews
195,436

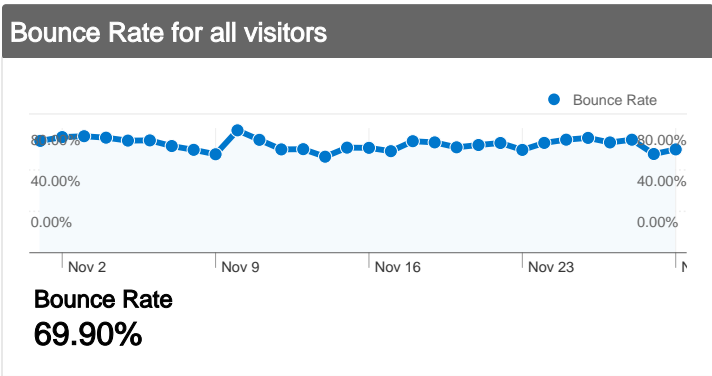
Direct Traffic



Visits
67,214

Content by Title		
Page Title	Pageviews	% visits
Notícias do Velho	120,200	61.50%
Buscar Notícias do Velho	2,374	1.21%
Entendendo o protocolo TCP	1,381	0.71%
Idéias e Design Notícias do	1,319	0.67%
Blogs do Velho Notícias do	1,280	0.65%

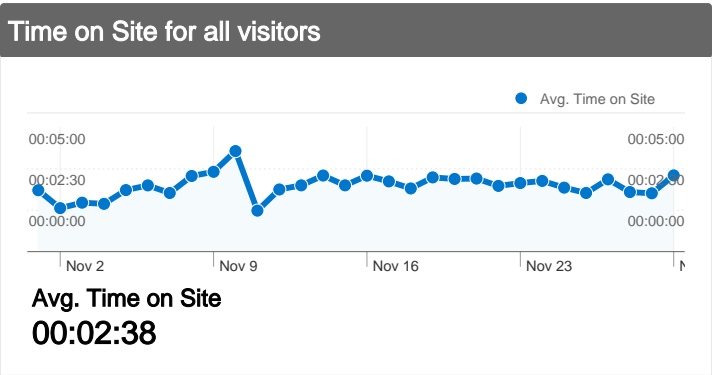
Keywords		
Keyword	Visits	% visits
ovelho	1,958	6.03%
o velho	1,840	5.66%
emulador ps2	315	0.97%
novo google	255	0.78%
call of duty modern warfare 2	233	0.72%

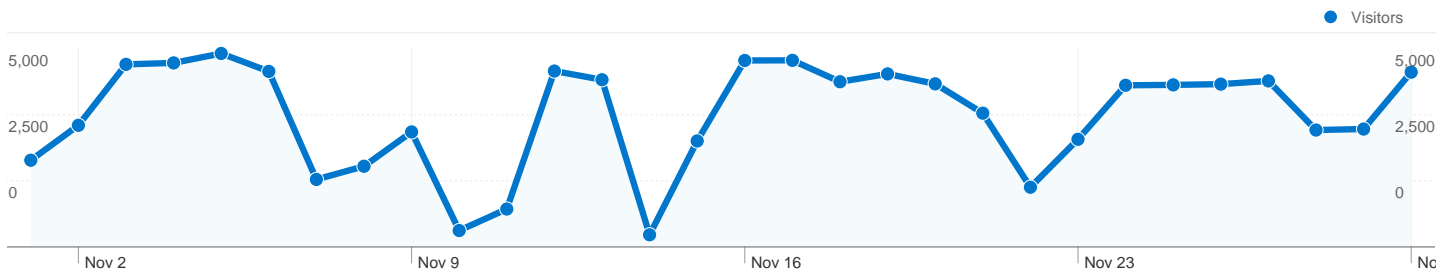


All Traffic Sources		
Source/Medium	Visits	% visits
(direct) / (none)	67,214	56.41%
google / organic	31,006	26.02%
feedburner / feed	4,193	3.52%
google.com.br / referral	3,297	2.77%
twitter.com / referral	2,328	1.95%

Operating Systems		
Operating System	Visits	% visits
Windows	108,234	90.84%
Macintosh	5,166	4.34%
Linux	5,089	4.27%
iPhone	258	0.22%
(not set)	137	0.11%

Browsers		
Browser	Visits	% visits
Firefox	63,654	53.43%
Internet Explorer	30,245	25.39%
Chrome	15,715	13.19%
Safari	4,643	3.90%
Opera	3,924	3.29%





62,287 people visited this site

119,145 Visits

62,287 Absolute Unique Visitors

195,436 Pageviews

1.64 Average Pageviews

00:02:38 Time on Site

69.90% Bounce Rate

46.56% New Visits

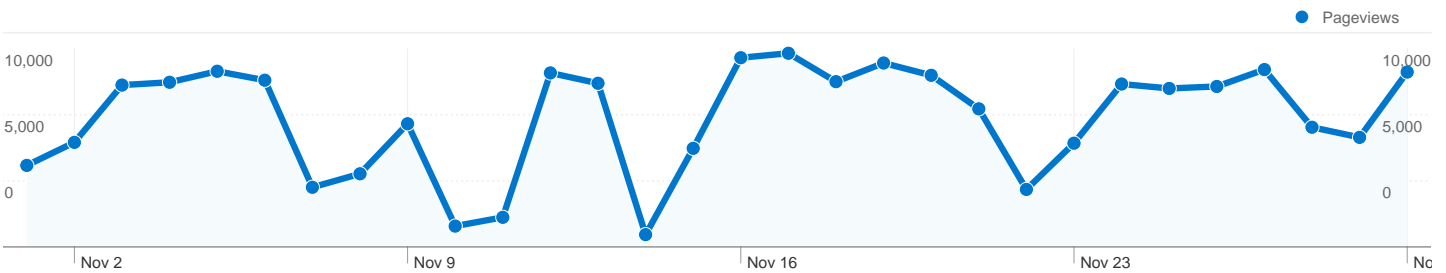
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Firefox	63,654	53.43%	Unknown	52,546	44.10%
Internet Explorer	30,245	25.39%	DSL	51,005	42.81%
Chrome	15,715	13.19%	Cable	6,668	5.60%
Safari	4,643	3.90%	T1	5,081	4.26%
Opera	3,924	3.29%	Dialup	3,786	3.18%

Pageviews for all visitors

Nov 1, 2009 - Nov 30, 2009

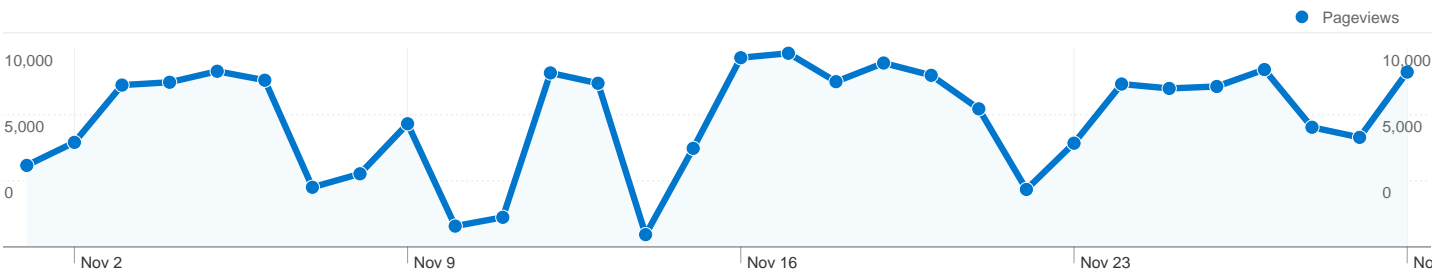
Comparing to: Site



195,436 Pageviews

Sunday, November 1, 2009	2.10% (4,110)
Monday, November 2, 2009	2.70% (5,271)
Tuesday, November 3, 2009	4.18% (8,160)
Wednesday, November 4, 2009	4.25% (8,302)
Thursday, November 5, 2009	4.53% (8,858)
Friday, November 6, 2009	4.30% (8,406)
Saturday, November 7, 2009	1.54% (3,007)
Sunday, November 8, 2009	1.89% (3,688)
Monday, November 9, 2009	3.18% (6,210)
Tuesday, November 10, 2009	0.54% (1,050)
Wednesday, November 11, 2009	0.76% (1,493)
Thursday, November 12, 2009	4.49% (8,773)
Friday, November 13, 2009	4.22% (8,252)
Saturday, November 14, 2009	0.32% (620)
Sunday, November 15, 2009	2.54% (4,971)
Monday, November 16, 2009	4.88% (9,540)
Tuesday, November 17, 2009	5.00% (9,765)
Wednesday, November 18, 2009	4.26% (8,332)
Thursday, November 19, 2009	4.74% (9,273)
Friday, November 20, 2009	4.43% (8,653)
Saturday, November 21, 2009	3.56% (6,962)
Sunday, November 22, 2009	1.48% (2,899)
Monday, November 23, 2009	2.68% (5,230)
Tuesday, November 24, 2009	4.20% (8,213)
Wednesday, November 25, 2009	4.09% (7,991)
Thursday, November 26, 2009	4.14% (8,090)

Friday, November 27, 2009	4.58% (8,943)
Saturday, November 28, 2009	3.09% (6,034)
Sunday, November 29, 2009	2.83% (5,524)
Monday, November 30, 2009	4.51% (8,816)



3,397 page titles were viewed a total of 195,436 times

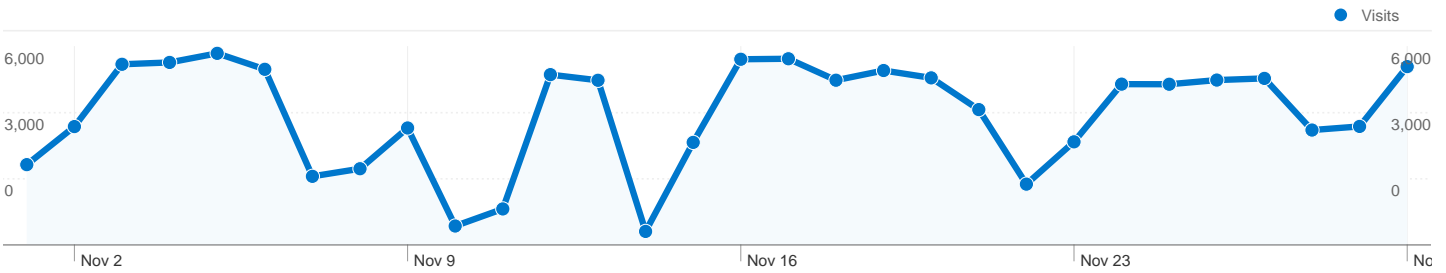
Content Performance

Pageviews 195,436 % of Site Total: 100.00%	Unique Pageviews 164,336 % of Site Total: 100.00%	Avg. Time on Page 00:04:05 Site Avg: 00:04:05 (0.00%)	Bounce Rate 69.98% Site Avg: 69.98% (0.00%)	% Exit 60.90% Site Avg: 60.90% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Notícias do Velho	120,200	95,054	00:04:22	69.07%	57.36%	\$0.00
Buscar Notícias do Velho	2,374	2,044	00:00:51	26.21%	15.50%	\$0.00
Entendendo o protocolo TCP Notícias do Velho	1,381	1,289	00:04:25	84.38%	72.99%	\$0.00
Idéias e Design Notícias do Velho	1,319	1,207	00:02:28	56.33%	20.39%	\$0.00
Blogs do Velho Notícias do Velho	1,280	1,167	00:03:03	61.17%	53.67%	\$0.00
Construindo sua antena para TV Digital Notícias do Velho	1,056	978	00:19:48	69.41%	89.96%	\$0.00
Novo Call Of Duty: Modern Warfare 2 traz ação no Rio de Janeiro Notícias do Velho	1,027	948	00:07:37	82.63%	91.53%	\$0.00
Google Wave - Teoria e Realidade Notícias do Velho	918	791	00:05:57	74.90%	62.96%	\$0.00
Convites para o Google Wave Notícias do Velho	825	766	00:08:33	59.84%	89.21%	\$0.00
Emulador de PS2 liberado Notícias do Velho	800	773	00:08:03	61.66%	88.62%	\$0.00

1 - 10 of 3,397

O Velho
Traffic Sources Overview

Nov 1, 2009 - Nov 30, 2009
 Comparing to: Site

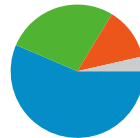


All traffic sources sent a total of 119,145 visits

56.41% Direct Traffic

12.74% Referring Sites

27.27% Search Engines



- **Direct Traffic**
67,214.00 (56.41%)
- **Search Engines**
32,492.00 (27.27%)
- **Referring Sites**
15,185.00 (12.74%)
- **Other**
4,254 (3.57%)

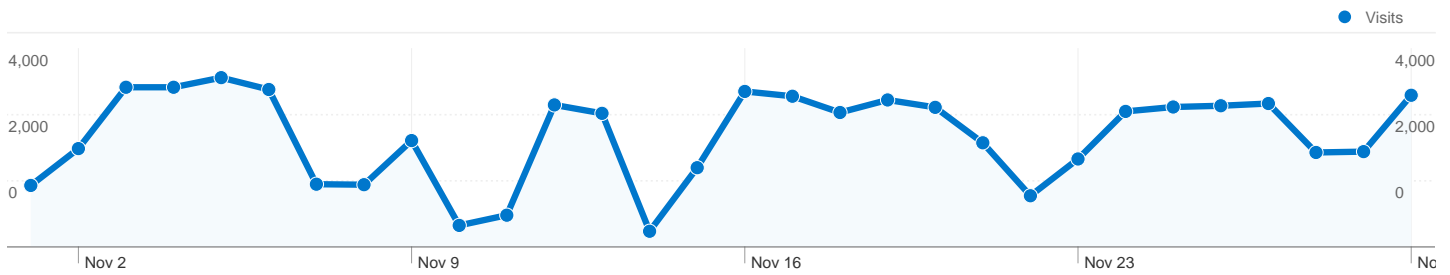
Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	67,214	56.41%
google (organic)	31,006	26.02%
feedburner (feed)	4,193	3.52%
google.com.br (referral)	3,297	2.77%
twitter.com (referral)	2,328	1.95%

Keywords	Visits	% visits
ovelho	1,958	6.03%
o velho	1,840	5.66%
emulador ps2	315	0.97%
novo google	255	0.78%
call of duty modern warfare 2	233	0.72%

O Velho
Direct Traffic

Nov 1, 2009 - Nov 30, 2009
Comparing to: Site



67,214 visits came directly to this site

Site Usage



67,214 Visits

% of Site Total: 56.41%



1.67 Pages/Visit

Site Avg: 1.64 (1.57%)



00:02:58 Avg. Time on Site

Site Avg: 00:02:38 (12.87%)



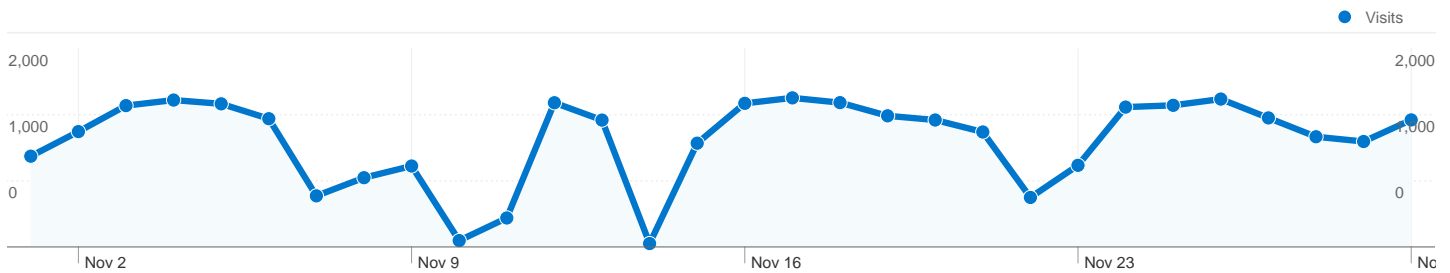
31.93% % New Visits

Site Avg: 46.56% (-31.43%)



69.99% Bounce Rate

Site Avg: 69.90% (0.12%)



Search sent 32,492 total visits via 16,385 keywords

Site Usage

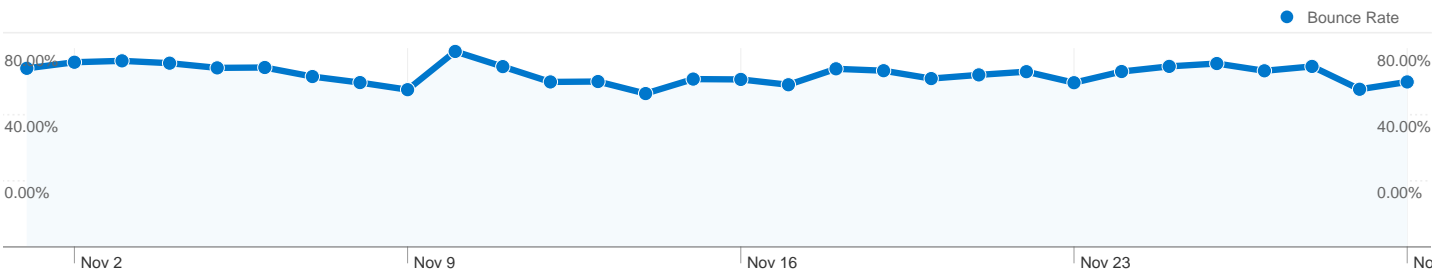
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
32,492 % of Site Total: 27.27%	1.55 Site Avg: 1.64 (-5.33%)	00:01:52 Site Avg: 00:02:38 (-28.87%)	79.97% Site Avg: 46.56% (71.74%)	71.89% Site Avg: 69.90% (2.84%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
ovelho	1,958	1.92	00:03:51	27.99%	58.89%
o velho	1,840	2.85	00:05:33	31.90%	56.30%
emulador ps2	315	1.06	00:00:45	98.10%	62.54%
novo google	255	1.08	00:00:30	96.86%	36.47%
call of duty modern warfare 2 rio de janeiro	233	1.08	00:00:28	97.00%	84.98%
google wave invite	226	1.18	00:01:46	89.82%	62.83%
2012 trailer	217	1.22	00:00:29	94.01%	84.79%
novo call of duty	209	1.11	00:00:40	99.04%	80.38%
antena para tv digital	203	1.29	00:03:04	83.25%	62.07%
velho	191	1.29	00:01:57	15.18%	78.01%

1 - 10 of 16,385

Bounce Rate for all visitors

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site



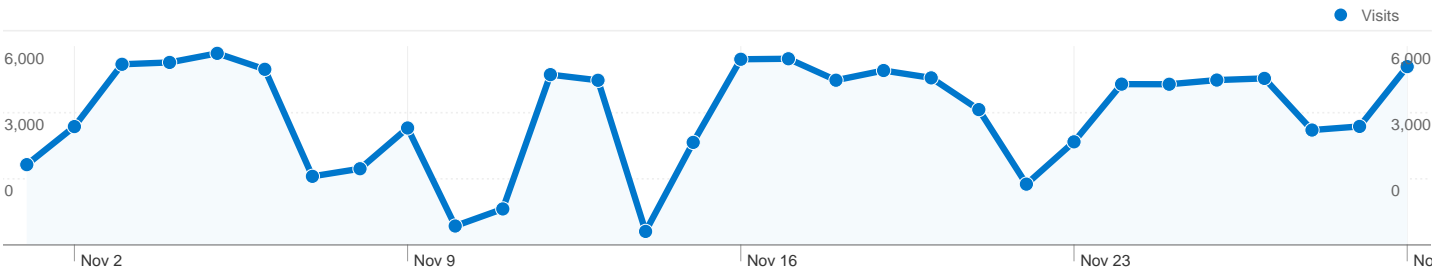
69.90% Bounce Rate

Sunday, November 1, 2009	72.05%
Monday, November 2, 2009	74.50%
Tuesday, November 3, 2009	75.06%
Wednesday, November 4, 2009	74.12%
Thursday, November 5, 2009	72.22%
Friday, November 6, 2009	72.37%
Saturday, November 7, 2009	68.72%
Sunday, November 8, 2009	66.29%
Monday, November 9, 2009	63.43%
Tuesday, November 10, 2009	78.85%
Wednesday, November 11, 2009	72.73%
Thursday, November 12, 2009	66.56%
Friday, November 13, 2009	66.71%
Saturday, November 14, 2009	61.86%
Sunday, November 15, 2009	67.70%
Monday, November 16, 2009	67.56%
Tuesday, November 17, 2009	65.41%
Wednesday, November 18, 2009	71.84%
Thursday, November 19, 2009	71.08%
Friday, November 20, 2009	67.91%
Saturday, November 21, 2009	69.39%
Sunday, November 22, 2009	70.69%
Monday, November 23, 2009	66.24%
Tuesday, November 24, 2009	70.74%
Wednesday, November 25, 2009	72.82%
Thursday, November 26, 2009	73.97%



O Velho
All Traffic Sources

Nov 1, 2009 - Nov 30, 2009
 Comparing to: Site



All traffic sources sent 119,145 visits via 594 sources and mediums

Site Usage

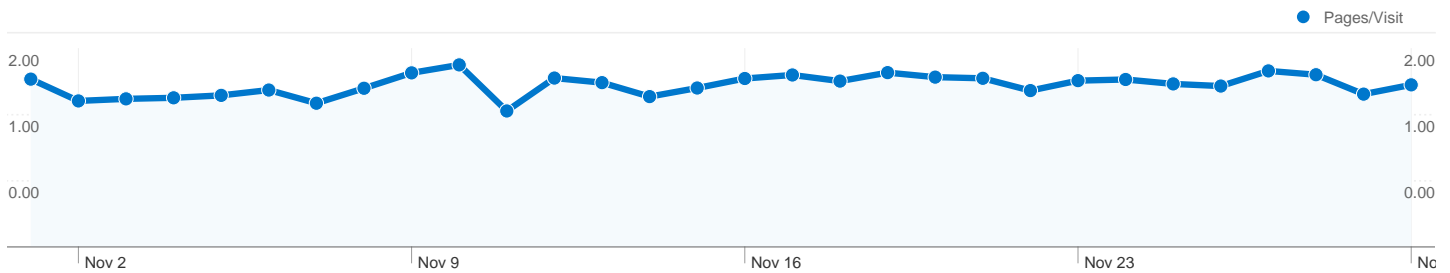
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
119,145 % of Site Total: 100.00%	1.64 Site Avg: 1.64 (0.00%)	00:02:38 Site Avg: 00:02:38 (0.00%)	46.62% Site Avg: 46.56% (0.12%)	69.90% Site Avg: 69.90% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(direct) / (none)	67,214	1.67	00:02:58	31.93%	69.99%
google / organic	31,006	1.56	00:01:55	79.40%	71.74%
feedburner / feed	4,193	1.71	00:02:26	39.26%	61.60%
google.com.br / referral	3,297	1.82	00:03:12	29.21%	61.94%
twitter.com / referral	2,328	1.65	00:02:22	21.39%	67.65%
images.google.com.br / referral	1,833	1.45	00:01:24	93.73%	76.05%
google.com / referral	1,186	1.68	00:02:31	21.42%	59.95%
sedentario.org / referral	964	2.33	00:06:47	23.55%	65.04%
yahoo / organic	703	1.28	00:00:49	94.74%	76.10%
bing / organic	534	1.40	00:01:09	87.27%	74.53%

1 - 10 of 594

Average Pageviews for all visitors

Nov 1, 2009 - Nov 30, 2009

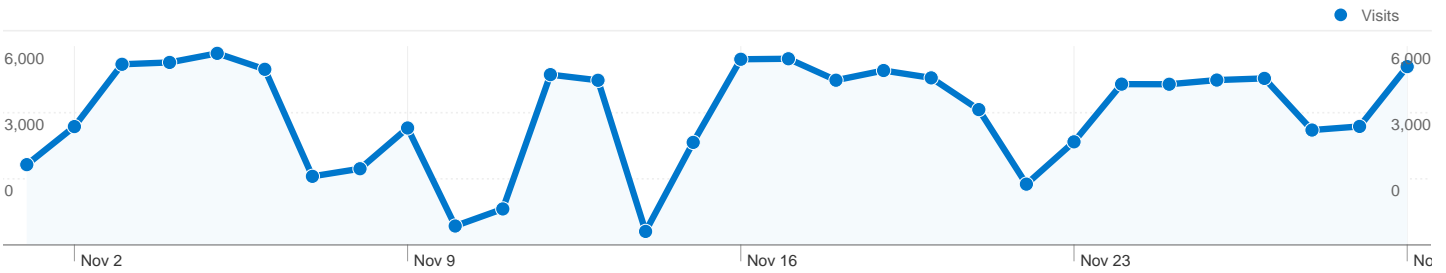
Comparing to: Site



1.64 Pages/Visit

Sunday, November 1, 2009	1.69
Monday, November 2, 2009	1.47
Tuesday, November 3, 2009	1.49
Wednesday, November 4, 2009	1.50
Thursday, November 5, 2009	1.53
Friday, November 6, 2009	1.58
Saturday, November 7, 2009	1.45
Sunday, November 8, 2009	1.60
Monday, November 9, 2009	1.76
Tuesday, November 10, 2009	1.84
Wednesday, November 11, 2009	1.37
Thursday, November 12, 2009	1.70
Friday, November 13, 2009	1.66
Saturday, November 14, 2009	1.52
Sunday, November 15, 2009	1.60
Monday, November 16, 2009	1.70
Tuesday, November 17, 2009	1.73
Wednesday, November 18, 2009	1.67
Thursday, November 19, 2009	1.76
Friday, November 20, 2009	1.71
Saturday, November 21, 2009	1.70
Sunday, November 22, 2009	1.58
Monday, November 23, 2009	1.68
Tuesday, November 24, 2009	1.69
Wednesday, November 25, 2009	1.64
Thursday, November 26, 2009	1.62



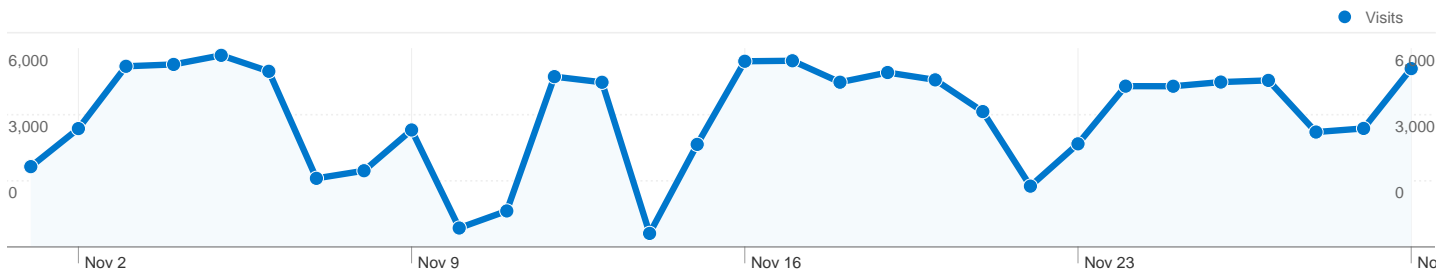


119,145 visits used 15 operating systems

Site Usage

Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Windows	108,234	1.66	00:02:41	48.13%	69.53%
Macintosh	5,166	1.38	00:01:46	19.49%	78.65%
Linux	5,089	1.54	00:02:32	40.48%	68.38%
iPhone	258	1.24	00:00:56	44.96%	74.81%
(not set)	137	1.47	00:01:13	67.88%	64.96%
SymbianOS	102	1.12	00:00:33	100.00%	87.25%
iPod	78	1.31	00:01:31	37.18%	73.08%
FreeBSD	29	1.31	00:01:29	44.83%	65.52%
Android	21	1.10	00:00:53	38.10%	90.48%
Playstation 3	11	1.27	00:00:23	90.91%	72.73%

1 - 10 of 15



119,145 visits used 21 browsers

Site Usage

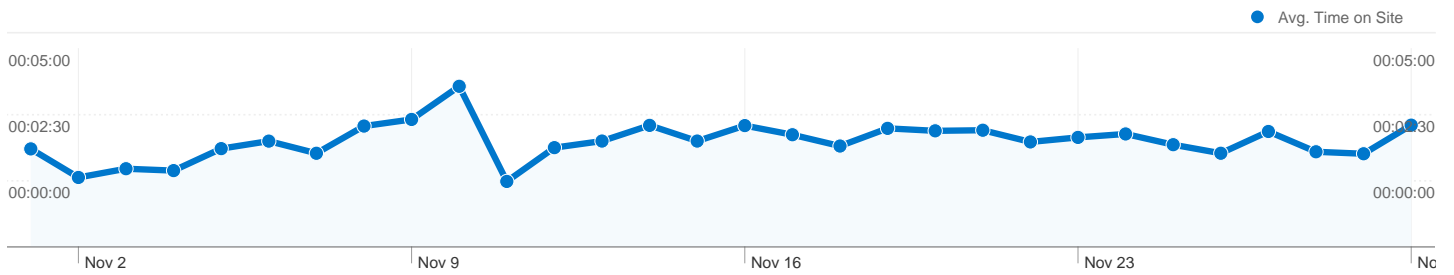
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
119,145 % of Site Total: 100.00%	1.64 Site Avg: 1.64 (0.00%)	00:02:38 Site Avg: 00:02:38 (0.00%)	46.62% Site Avg: 46.56% (0.12%)	69.90% Site Avg: 69.90% (0.00%)	
Browser	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Firefox	63,654	1.58	00:02:46	41.94%	69.57%
Internet Explorer	30,245	1.46	00:01:58	67.69%	71.31%
Chrome	15,715	1.53	00:02:43	39.03%	64.67%
Safari	4,643	1.29	00:01:18	18.05%	83.93%
Opera	3,924	4.92	00:06:54	24.44%	68.43%
Mozilla	583	1.49	00:01:56	43.74%	72.04%
Mozilla Compatible Agent	113	1.42	00:00:51	43.36%	77.88%
IE with Chrome Frame	92	1.39	00:03:29	34.78%	67.39%
Opera Mini	82	1.65	00:01:35	73.17%	57.32%
Konqueror	28	1.07	00:00:27	46.43%	89.29%

1 - 10 of 21

Time on Site for all visitors

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site



00:02:38 Avg. Time on Site

Sunday, November 1, 2009	00:02:28
Monday, November 2, 2009	00:01:45
Tuesday, November 3, 2009	00:01:58
Wednesday, November 4, 2009	00:01:55
Thursday, November 5, 2009	00:02:29
Friday, November 6, 2009	00:02:40
Saturday, November 7, 2009	00:02:22
Sunday, November 8, 2009	00:03:03
Monday, November 9, 2009	00:03:13
Tuesday, November 10, 2009	00:04:03
Wednesday, November 11, 2009	00:01:39
Thursday, November 12, 2009	00:02:30
Friday, November 13, 2009	00:02:40
Saturday, November 14, 2009	00:03:04
Sunday, November 15, 2009	00:02:40
Monday, November 16, 2009	00:03:04
Tuesday, November 17, 2009	00:02:50
Wednesday, November 18, 2009	00:02:33
Thursday, November 19, 2009	00:02:59
Friday, November 20, 2009	00:02:56
Saturday, November 21, 2009	00:02:57
Sunday, November 22, 2009	00:02:39
Monday, November 23, 2009	00:02:46
Tuesday, November 24, 2009	00:02:51
Wednesday, November 25, 2009	00:02:35
Thursday, November 26, 2009	00:02:22

Friday, November 27, 2009	 00:02:55
Saturday, November 28, 2009	 00:02:24
Sunday, November 29, 2009	 00:02:21
Monday, November 30, 2009	 00:03:04