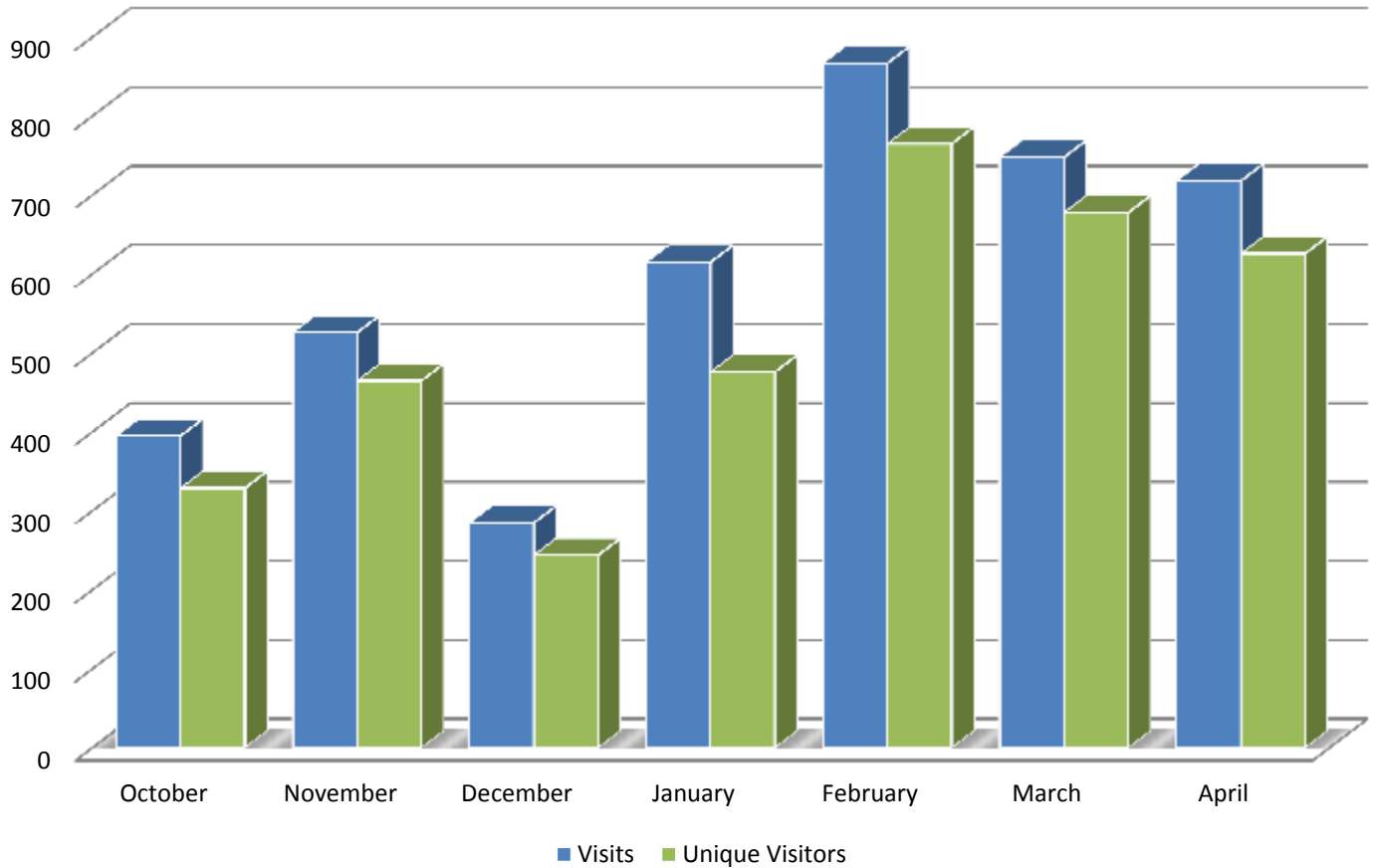


# APA Website Activity Report

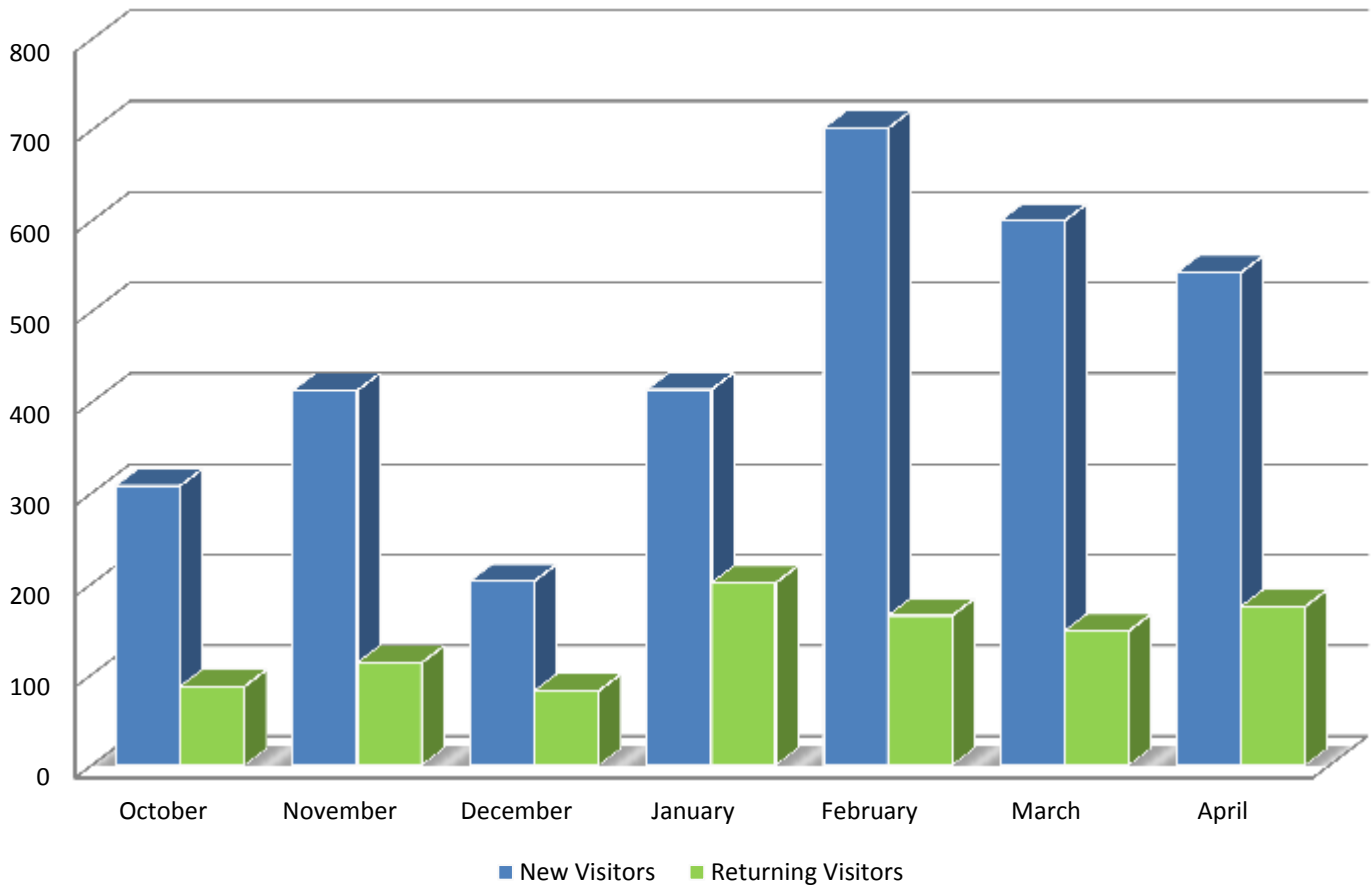
Report Generated Tuesday, May 07, 2013

## Traffic History for October 2012 to April 2013



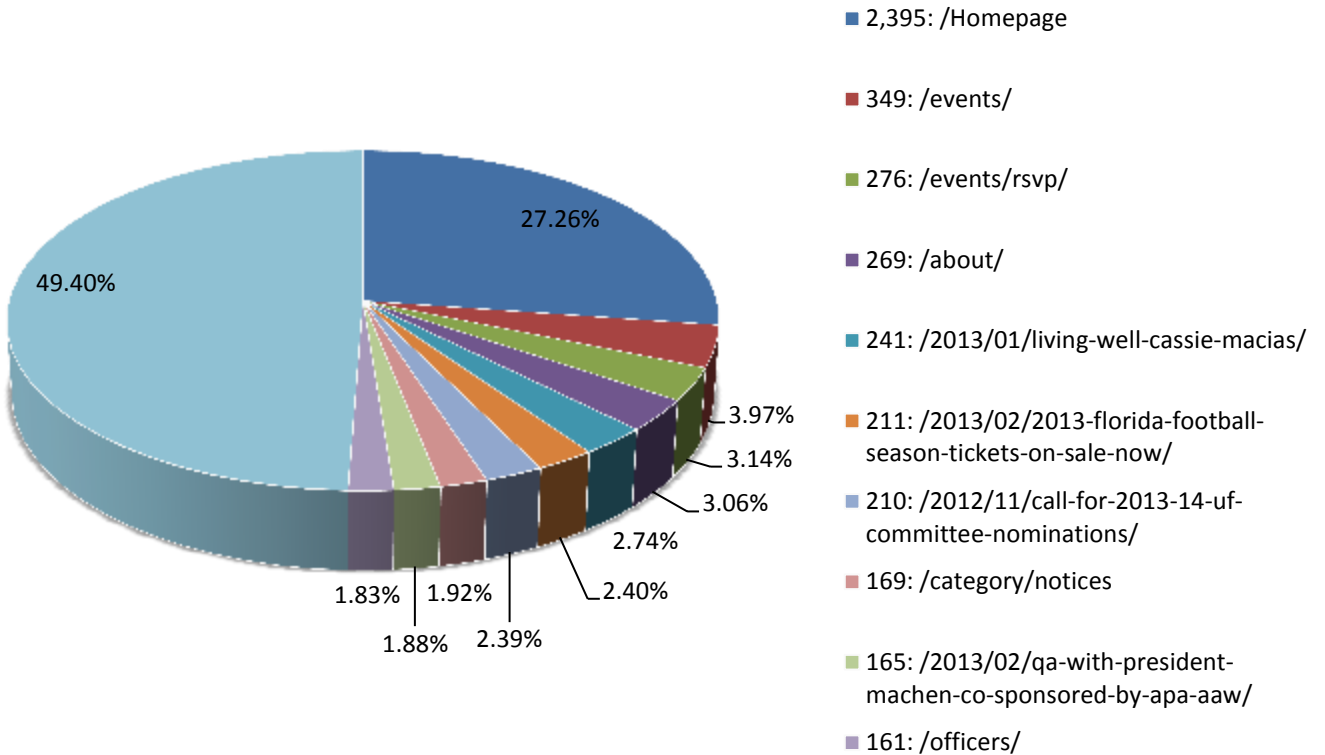
Month	Page views	Visits	Unique Visitors
October	864	395	329
November	989	526	465
December	534	285	244
January	1354	615	476
February	1735	867	765
March	1708	748	678
April	1389	718	626
<b>Total 8:</b>	<b>8573</b>	<b>4154</b>	<b>3261</b>

## New vs. Returning Visitors: October 2012 to April 2013



Month	Visits	New Visits	% New Visits	Returning Visitors	% Returning Visitors
<b>October</b>	395	308	77.97%	87	22.02%
<b>November</b>	526	413	78.52%	113	21.48%
<b>December</b>	285	203	71.23%	82	28.77%
<b>January</b>	615	414	67.32%	201	32.68%
<b>February</b>	867	702	80.97%	165	19.03%
<b>March</b>	748	600	80.21%	148	19.78%
<b>April</b>	718	543	75.63%	175	24.37%
<b>Total 8:</b>	4154	3183	76.62%	971	23.37%

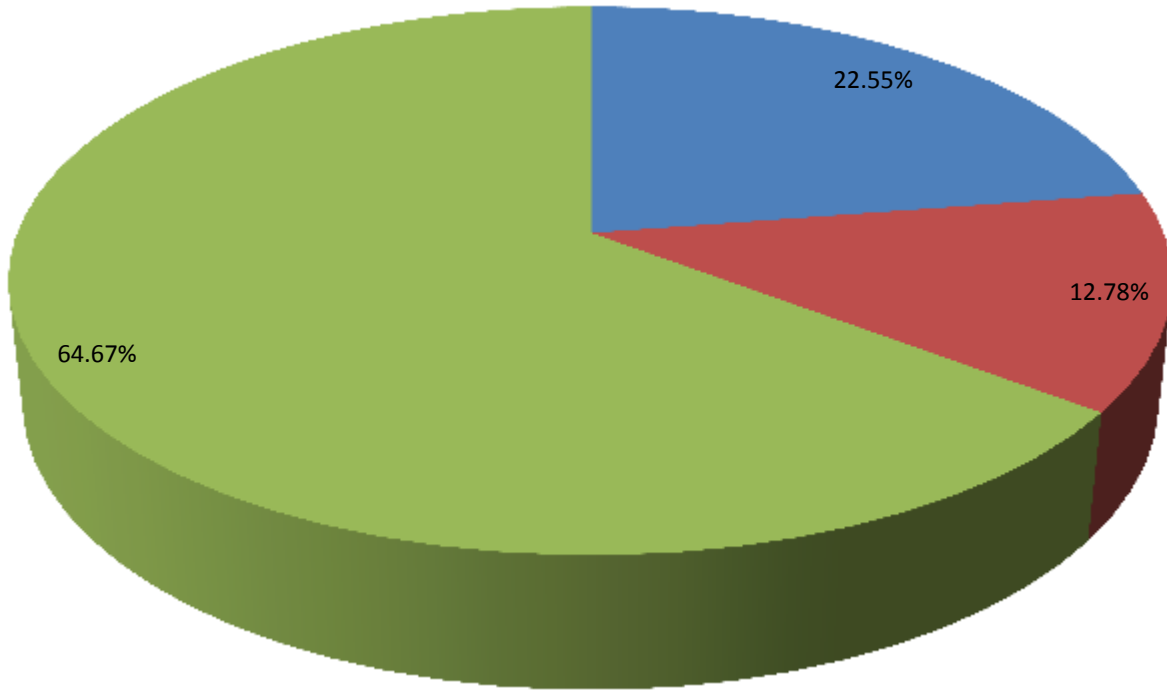
## Top Pages for October 2012 to May 2013



Page Name	Page views	Page View %
/homepage	2395	27.29%
/events/	349	3.97%
/events/rsvp/	276	3.14%
/about/	269	3.06%
/2013/01/living-well-cassie-macias/	241	2.74%
/2013/02/2013-florida-football-season-tickets-on-sale-now/	211	2.40%
/2012/11/call-for-2013-14-uf-committee-nominations/	210	2.38%
/category/notices	169	1.92%
/2013/02/qa-with-president-machen-co-sponsored-by-apa-aaw/	165	1.87%
/officers/	161	1.83%
Other	4341	49.40%
<b>Total 379:</b>	<b>8787</b>	<b>100.00%</b>
<b>10 of 379 displayed.</b>		

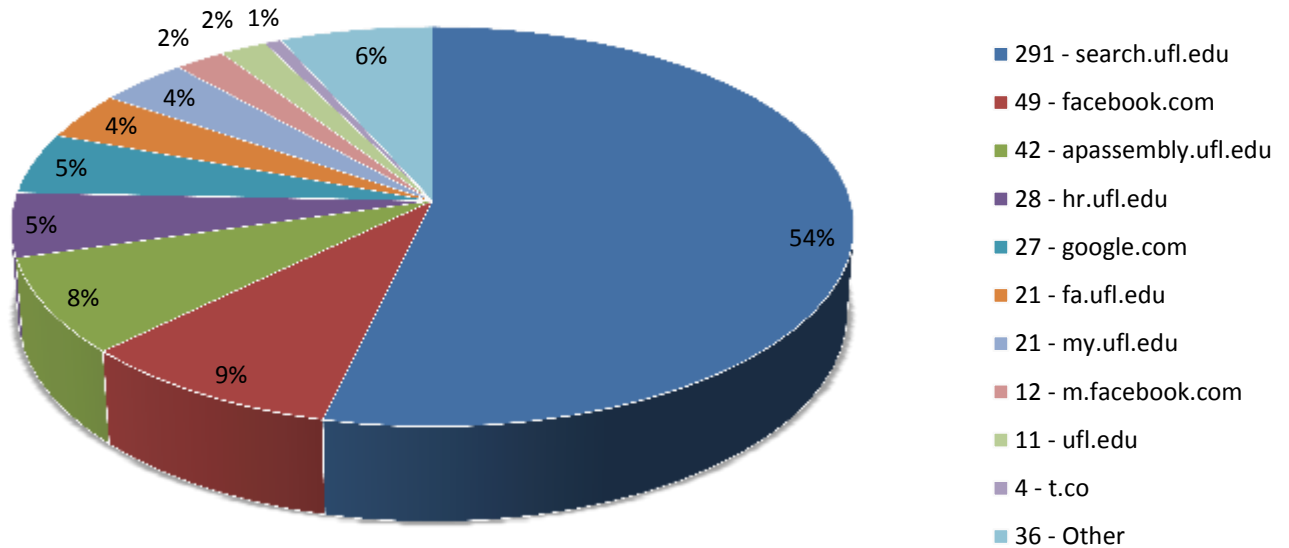
## Traffic Sources for October 2012 to May 2013

■ 958 - Search Traffic   ■ 543 - Referral Traffic   ■ 2723 - Direct Traffic



Source	Total Visits	Percent
<b>Search Traffic</b> (User searches something the APA related)	956	22.55%
<b>Referral Traffic</b> (Other site refers user to the APA site)	542	12.78%
<b>Direct Traffic</b> ( User goes directly to the APA site)	2741	64.67%
<b>Total</b>	<b>4239</b>	<b>100.00%</b>

## Top Referral Sites for October 2022 to May 2013



Domain	Visits	Percent
search.ufl.edu	291	53.69%
facebook.com	49	9.04%
apassembly.ufl.edu	42	7.75%
hr.ufl.edu	28	5.17%
google.com	27	4.98%
fa.ufl.edu	21	3.87%
my.ufl.edu	21	3.87%
m.facebook.com	12	2.21%
ufl.edu	11	2.03%
t.co (twitter)	4	0.74%
Other	36	6.65%
<b>Total 37:</b>	<b>542</b>	<b>100.00%</b>
<b>10 of 37 displayed</b>		