



FOSTER
WEB MARKETING

Internet Marketing Report

Prepared for www.rffic.org

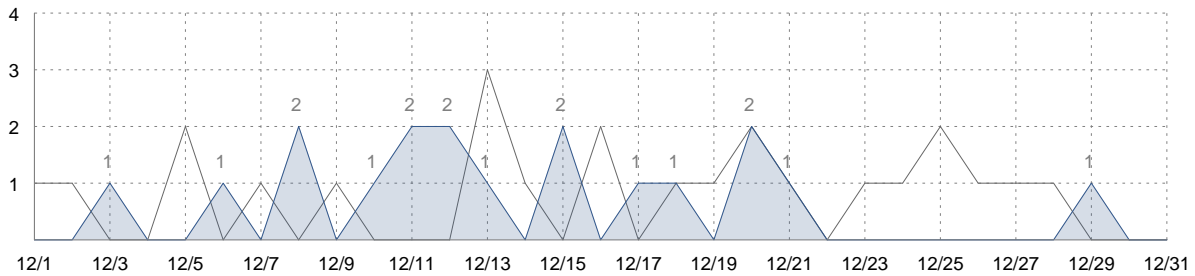
Table Of Contents

Google Analytics Summary Report	3
Google Analytics Engagement Report	5
Link Summary Report	6
Link Detail Report	7

Google Analytics Summary Report

Google Analytics

12/1/2012 - 12/31/2012
 compared to: 10/31/2012 - 11/30/2012
 Including paid search



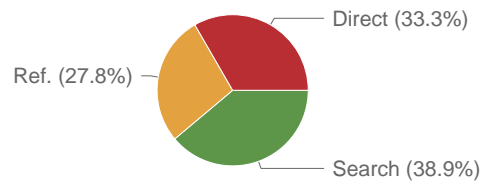
18 Visits
 Previous: 24 (-25.00%)

29 Page Views
 Previous: 38 (-23.68%)

72.22% Bounce Rate
 Previous: 70.83% (+1.96%)

1.61 Pages/Visit
 Previous: 1.58 (+1.90%)

0:13 Time on Site
 Previous: 0:18 (-27.78%)



5 Site Referrals

TOP REFERRERS	%	VISITS
facebook.com	40.0%	2
idealist.org	40.0%	2
search.mywebsearch.com	20.0%	1

7 Search Referrals

TOP KEYWORDS	%	VISITS
ashley irwin attorney	14.3%	1
automatic car window danger	14.3%	1
how many different types of power windows	14.3%	1
power window in new cars dangers	14.3%	1
texting worse than drunk driving in ks	14.3%	1

TOP SEARCH ENGINES	%	VISITS
google	85.7%	6
yahoo	14.3%	1

Google Analytics Summary Report

(continued)

TOP LANDING PAGES	%	VISITS
/	38.9	7
/library/power-window-danger.cfm	27.8	5
/practice_areas/	11.1	2
/bio/ashley-irwin.cfm	5.6	1
/library/is-it-time-for-tougher-furniture-safety-standards.cfm	5.6	1

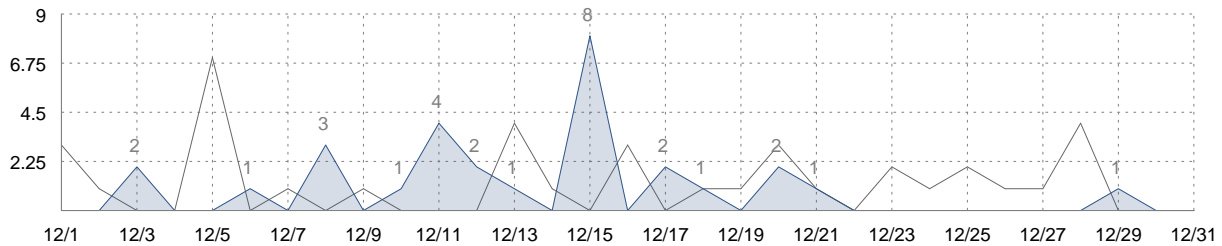
Google Analytics Engagement Report

Engagement Summary for www.rffic.org

12/1/2012 - 12/31/2012
 compared to: 10/31/2012 - 11/30/2012

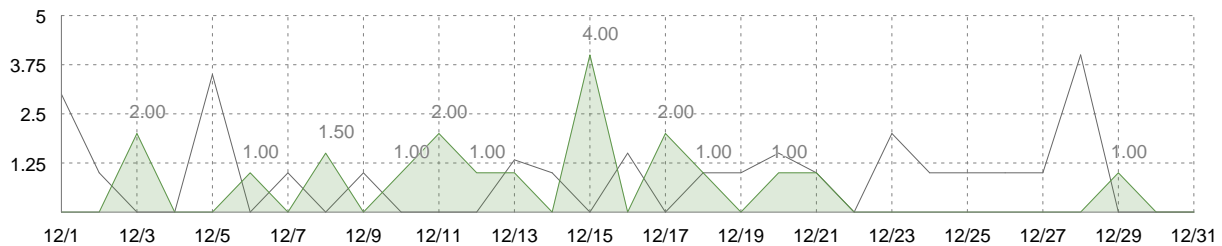
29 Total Page Views

Previous: 38 (-23.68%)



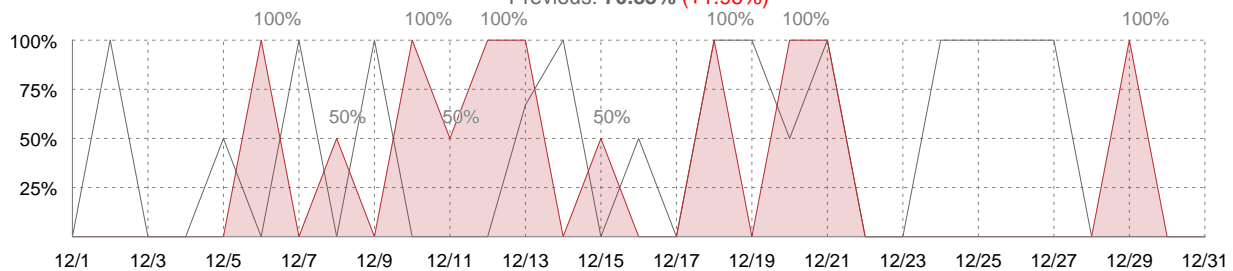
1.61 Average Pages/Visit

Previous: 1.58 (+1.90%)



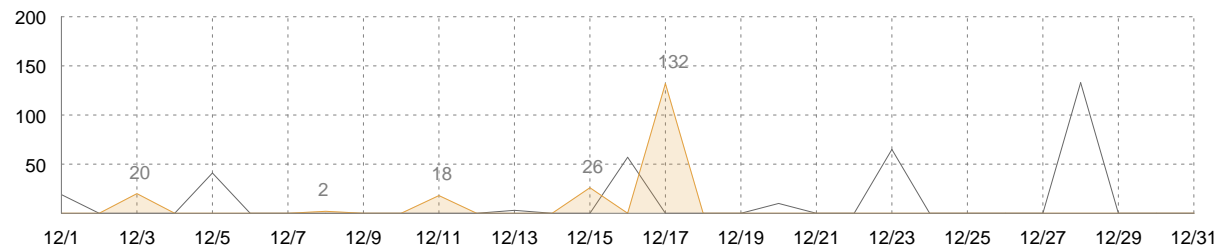
72.22% Average Bounce Rate

Previous: 70.83% (+1.96%)



0:13 Average Time on Site

Previous: 0:18 (-27.78%)



Link Summary Report**Links Requested, Active**

12/1/2012 - 12/31/2012

Link Type

Link Type	Requested	Active
-----------	-----------	--------

Website Type

Website Type	Requested	Active
--------------	-----------	--------

Link Detail Report

Link Detail for www.rffic.org

12/1/2012 - 12/31/2012