

Site Usage

1,090 Visits

Previous: 1,194 (-8.71%)

0.46% Bounce Rate

Previous: 0.92% (-50.21%)

8,685 Pageviews

Previous: 9,511 (-8.68%)

00:04:03 Avg. Time on Site

Previous: 00:03:59 (1.63%)

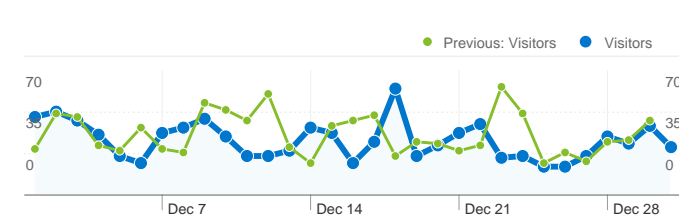
7.97 Pages/Visit

Previous: 7.97 (0.03%)

73.76% % New Visits

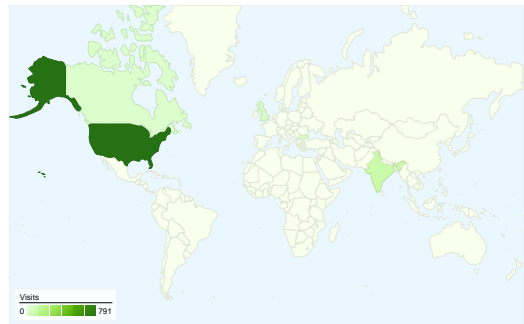
Previous: 70.94% (3.98%)

Visitors Overview

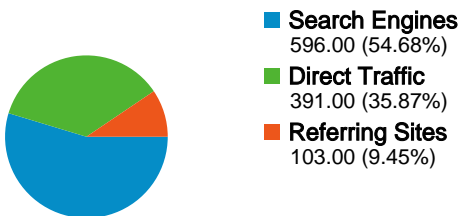


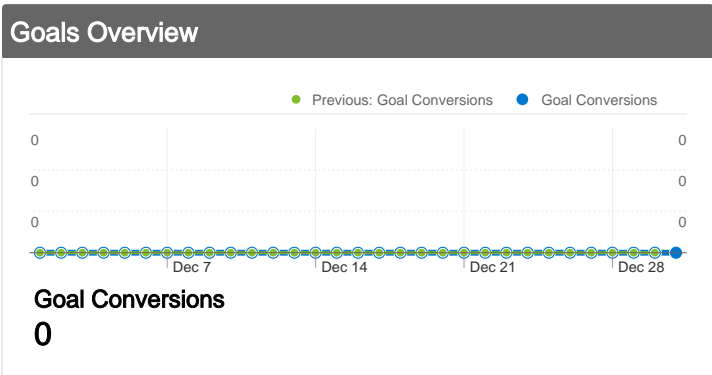
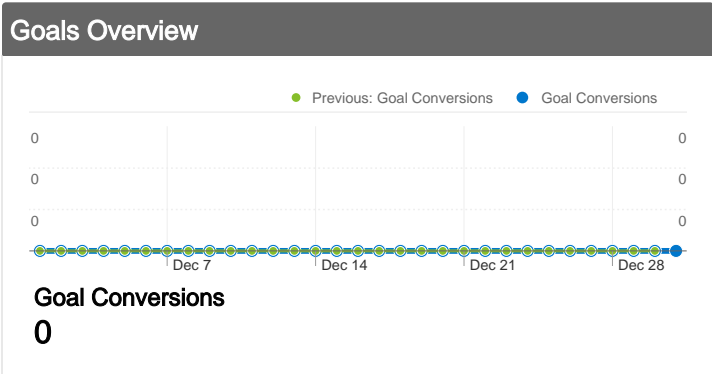
Visitors
847

Map Overlay world



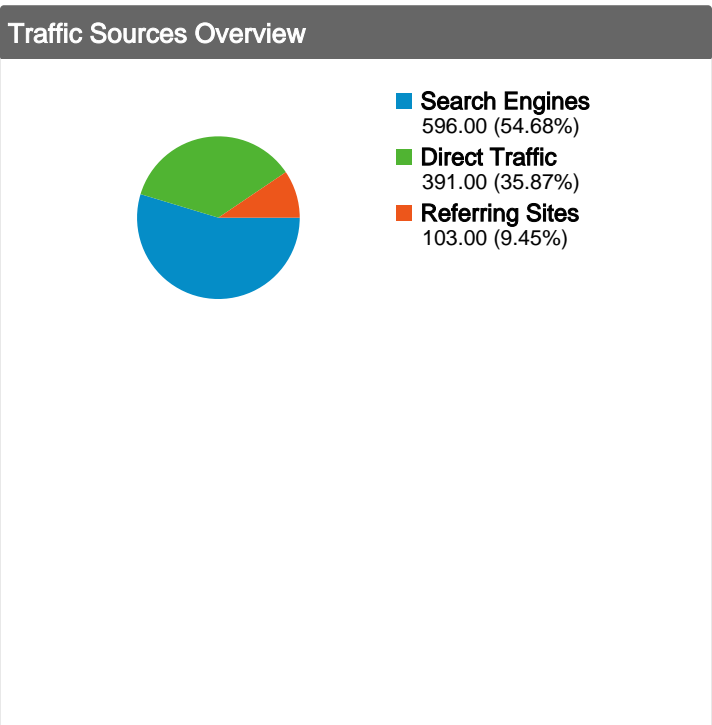
Traffic Sources Overview





Content Overview

Pages	Pageviews	% Pageviews
/		
Dec 1, 2009 - Dec 31, 2009	2,923	33.66%
Nov 1, 2009 - Nov 30, 2009	2,585	27.18%
% Change	13.08%	23.83%
/how_works.php		
Dec 1, 2009 - Dec 31, 2009	741	8.53%
Nov 1, 2009 - Nov 30, 2009	977	10.27%
% Change	-24.16%	-16.94%
/projects.php		
Dec 1, 2009 - Dec 31, 2009	611	7.04%
Nov 1, 2009 - Nov 30, 2009	651	6.84%
% Change	-6.14%	2.78%
/index.php		
Dec 1, 2009 - Dec 31, 2009	583	6.71%
Nov 1, 2009 - Nov 30, 2009	722	7.59%
% Change	-19.25%	-11.57%
/about_us.php		
Dec 1, 2009 - Dec 31, 2009	557	6.41%
Nov 1, 2009 - Nov 30, 2009	521	5.48%
% Change	6.91%	17.08%



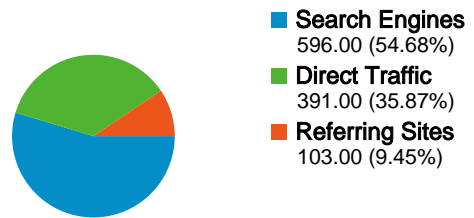
Languages		
Language	Visits	% visits
en-us		
Dec 1, 2009 - Dec 31, 2009	1,017	93.30%
Nov 1, 2009 - Nov 30, 2009	1,110	92.96%
% Change	-8.38%	0.36%
en		
Dec 1, 2009 - Dec 31, 2009	33	3.03%
Nov 1, 2009 - Nov 30, 2009	46	3.85%
% Change	-28.26%	-21.42%
fr		
Dec 1, 2009 - Dec 31, 2009	11	1.01%
Nov 1, 2009 - Nov 30, 2009	10	0.84%
% Change	10.00%	20.50%
en-gb		
Dec 1, 2009 - Dec 31, 2009	10	0.92%
Nov 1, 2009 - Nov 30, 2009	5	0.42%
% Change	100.00%	119.08%
pt-br		
Dec 1, 2009 - Dec 31, 2009	4	0.37%
Nov 1, 2009 - Nov 30, 2009	0	0.00%
% Change	100.00%	100.00%

Depth of Visit	
Pageviews in the visit	Visits with this many pageviews
1 pageviews	
Nov 1, 2009 - Nov 30,	0.92%
Dec 1, 2009 - Dec 31,	0.46%
2 pageviews	
Nov 1, 2009 - Nov 30,	46.82%
Dec 1, 2009 - Dec 31,	45.23%
3 pageviews	
Nov 1, 2009 - Nov 30,	0.08%
Dec 1, 2009 - Dec 31,	0.37%
4 pageviews	
Nov 1, 2009 - Nov 30,	11.73%
Dec 1, 2009 - Dec 31,	11.65%
5 pageviews	
Nov 1, 2009 - Nov 30,	0.25%
Dec 1, 2009 - Dec 31,	0.00%
6 pageviews	
Nov 1, 2009 - Nov 30,	12.23%
Dec 1, 2009 - Dec 31,	10.46%
7 pageviews	
Nov 1, 2009 - Nov 30,	0.25%
Dec 1, 2009 - Dec 31,	0.18%
8 pageviews	
Nov 1, 2009 - Nov 30,	5.11%
Dec 1, 2009 - Dec 31,	5.41%
9 pageviews	
Nov 1, 2009 - Nov 30,	0.08%
Dec 1, 2009 - Dec 31,	0.09%
10 pageviews	
Nov 1, 2009 - Nov 30,	4.27%
Dec 1, 2009 - Dec 31,	5.96%
11 pageviews	
Nov 1, 2009 - Nov 30,	0.08%
Dec 1, 2009 - Dec 31,	0.18%

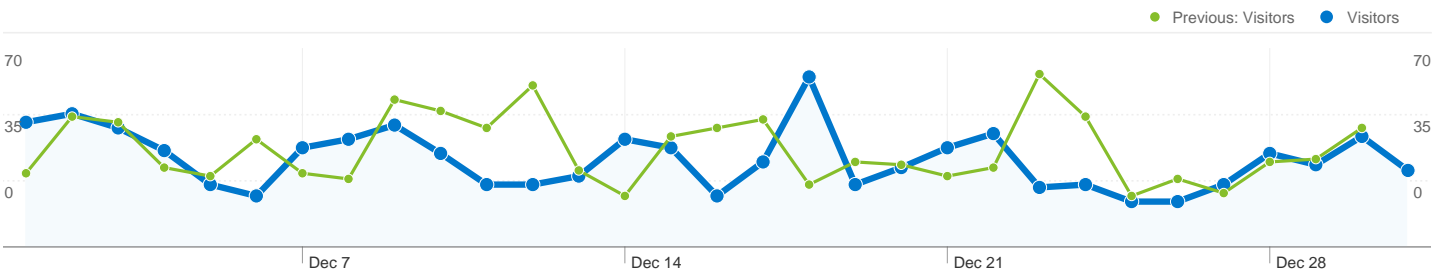
Keywords		
Keyword	Visits	% visits
philanthropist		
Dec 1, 2009 - Dec 31, 2009	336	56.38%
Nov 1, 2009 - Nov 30, 2009	487	66.62%
% Change	-31.01%	-15.38%
philanthropist.org		
Dec 1, 2009 - Dec 31, 2009	59	9.90%
Nov 1, 2009 - Nov 30, 2009	58	7.93%
% Change	1.72%	24.77%
philanthropist list		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
Nov 1, 2009 - Nov 30, 2009	11	1.50%
% Change	18.18%	44.95%
philantropist		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
Nov 1, 2009 - Nov 30, 2009	4	0.55%
% Change	225.00%	298.62%
find a philanthropist		
Dec 1, 2009 - Dec 31, 2009	6	1.01%
Nov 1, 2009 - Nov 30, 2009	2	0.27%
% Change	200.00%	267.95%

12 pageviews	
Nov 1, 2009 - Nov 30,	2.93%
Dec 1, 2009 - Dec 31,	3.30%
14 pageviews	
Nov 1, 2009 - Nov 30,	2.43%
Dec 1, 2009 - Dec 31,	3.58%
15 pageviews	
Nov 1, 2009 - Nov 30,	0.08%
Dec 1, 2009 - Dec 31,	0.09%
16 pageviews	
Nov 1, 2009 - Nov 30,	1.59%
Dec 1, 2009 - Dec 31,	2.29%
18 pageviews	
Nov 1, 2009 - Nov 30,	2.09%
Dec 1, 2009 - Dec 31,	1.38%
19 pageviews	
Nov 1, 2009 - Nov 30,	0.08%
Dec 1, 2009 - Dec 31,	0.09%
20+ pageviews	
Nov 1, 2009 - Nov 30,	8.96%
Dec 1, 2009 - Dec 31,	9.27%

Traffic Sources Overview



Referring Sites		
Source	Visits	% visits
facebook.com		
Dec 1, 2009 - Dec 31, 2009	11	10.68%
Nov 1, 2009 - Nov 30, 2009	19	20.00%
% Change	-42.11%	-46.60%
philanthropist.org		
Dec 1, 2009 - Dec 31, 2009	9	8.74%
Nov 1, 2009 - Nov 30, 2009	1	1.05%
% Change	800.00%	730.10%
canlinks.net		
Dec 1, 2009 - Dec 31, 2009	6	5.83%
Nov 1, 2009 - Nov 30, 2009	11	11.58%
% Change	-45.45%	-49.69%
gwl4		
Dec 1, 2009 - Dec 31, 2009	6	5.83%
Nov 1, 2009 - Nov 30, 2009	0	0.00%
% Change	100.00%	100.00%
linkedin.com		
Dec 1, 2009 - Dec 31, 2009	5	4.85%
Nov 1, 2009 - Nov 30, 2009	7	7.37%
% Change	-28.57%	-34.12%



847 people visited this site

1,090 Visits
 Previous: 1,194 (-8.71%)

847 Absolute Unique Visitors
 Previous: 888 (-4.62%)

8,685 Pageviews
 Previous: 9,511 (-8.68%)

7.97 Average Pageviews
 Previous: 7.97 (0.03%)

00:04:03 Time on Site
 Previous: 00:03:59 (1.63%)

0.46% Bounce Rate
 Previous: 0.92% (-50.21%)

73.76% New Visits
 Previous: 70.94% (3.98%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
Dec 1, 2009 - Dec 31, 2009	530	48.62%
Nov 1, 2009 - Nov 30, 2009	602	50.42%
% Change	-11.96%	-3.56%
Firefox		
Dec 1, 2009 - Dec 31, 2009	342	31.38%
Nov 1, 2009 - Nov 30, 2009	352	29.48%
% Change	-2.84%	6.43%

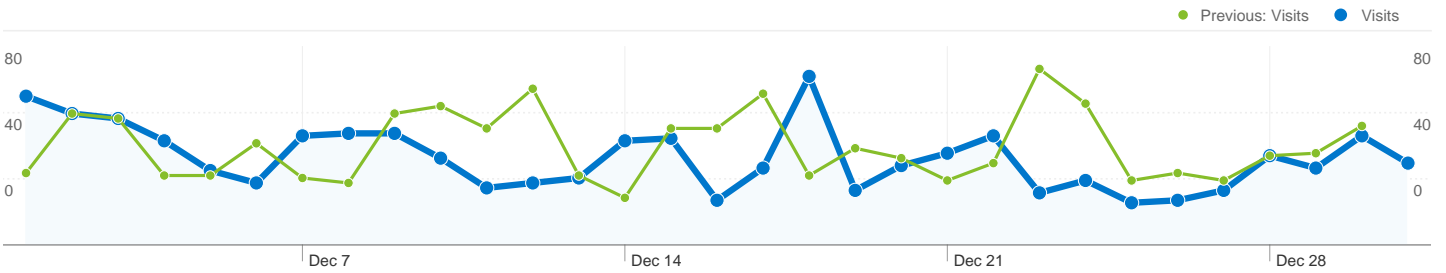
Connection Speed	Visits	% visits
Cable		
Dec 1, 2009 - Dec 31, 2009	400	36.70%
Nov 1, 2009 - Nov 30, 2009	482	40.37%
% Change	-17.01%	-9.09%
Unknown		
Dec 1, 2009 - Dec 31, 2009	294	26.97%
Nov 1, 2009 - Nov 30, 2009	300	25.13%
% Change	-2.00%	7.35%

Safari		
Dec 1, 2009 - Dec 31, 2009	123	11.28%
Nov 1, 2009 - Nov 30, 2009	139	11.64%
% Change	-11.51%	-3.07%
Chrome		
Dec 1, 2009 - Dec 31, 2009	74	6.79%
Nov 1, 2009 - Nov 30, 2009	64	5.36%
% Change	15.62%	26.66%
Opera		
Dec 1, 2009 - Dec 31, 2009	12	1.10%
Nov 1, 2009 - Nov 30, 2009	26	2.18%
% Change	-53.85%	-49.44%

DSL		
Dec 1, 2009 - Dec 31, 2009	276	25.32%
Nov 1, 2009 - Nov 30, 2009	283	23.70%
% Change	-2.47%	6.83%
T1		
Dec 1, 2009 - Dec 31, 2009	102	9.36%
Nov 1, 2009 - Nov 30, 2009	91	7.62%
% Change	12.09%	22.78%
Dialup		
Dec 1, 2009 - Dec 31, 2009	15	1.38%
Nov 1, 2009 - Nov 30, 2009	32	2.68%
% Change	-53.12%	-48.65%

Traffic Sources Overview

Dec 1, 2009 - Dec 31, 2009
Comparing to: Nov 1, 2009 - Nov 30, 2009



All traffic sources sent a total of 1,090 visits

35.87% Direct Traffic

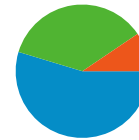
Previous: 29.06% (23.43%)

9.45% Referring Sites

Previous: 7.96% (18.77%)

54.68% Search Engines

Previous: 61.22% (-10.69%)



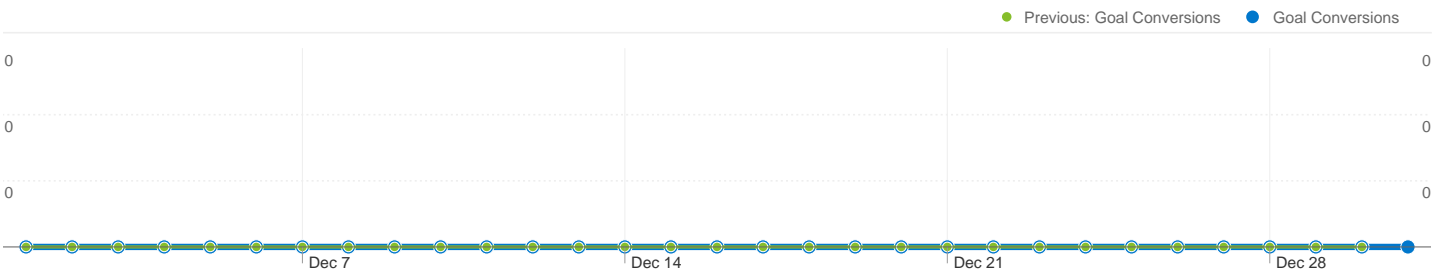
Search Engines
596.00 (54.68%)
Direct Traffic
391.00 (35.87%)
Referring Sites
103.00 (9.45%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))		
Dec 1, 2009 - Dec 31, 2009	391	35.87%
Nov 1, 2009 - Nov 30, 2009	347	29.06%
% Change	12.68%	23.43%
google (organic)		
Dec 1, 2009 - Dec 31, 2009	370	33.94%
Nov 1, 2009 - Nov 30, 2009	500	41.88%
% Change	-26.00%	-18.94%
yahoo (organic)		
Dec 1, 2009 - Dec 31, 2009	139	12.75%
Nov 1, 2009 - Nov 30, 2009	154	12.90%
% Change	-9.74%	-1.13%
bing (organic)		
Dec 1, 2009 - Dec 31, 2009	74	6.79%
Nov 1, 2009 - Nov 30, 2009	59	4.94%
% Change	25.42%	37.39%
facebook.com (referral)		

Keywords	Visits	% visits
philanthropist		
Dec 1, 2009 - Dec 31, 2009	336	56.38%
Nov 1, 2009 - Nov 30, 2009	487	66.62%
% Change	-31.01%	-15.38%
philanthropist.org		
Dec 1, 2009 - Dec 31, 2009	59	9.90%
Nov 1, 2009 - Nov 30, 2009	58	7.93%
% Change	1.72%	24.77%
philanthropist list		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
Nov 1, 2009 - Nov 30, 2009	11	1.50%
% Change	18.18%	44.95%
philantropist		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
Nov 1, 2009 - Nov 30, 2009	4	0.55%
% Change	225.00%	298.62%
find a philanthropist		

Dec 1, 2009 - Dec 31, 2009	11	1.01%	Dec 1, 2009 - Dec 31, 2009	6	1.01%
Nov 1, 2009 - Nov 30, 2009	19	1.59%	Nov 1, 2009 - Nov 30, 2009	2	0.27%
% Change	-42.11%	-36.58%	% Change	200.00%	267.95%



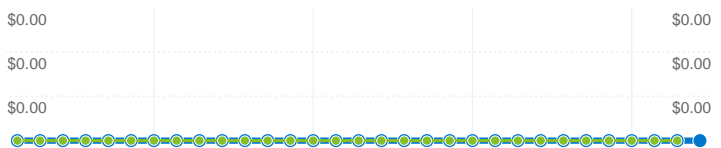
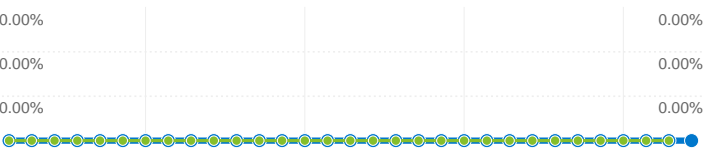
Visitors completed 0 goal conversions

0 conversions, Goal 1: Entered Application
 Previous: 0 (0.00%)

Goal Performance

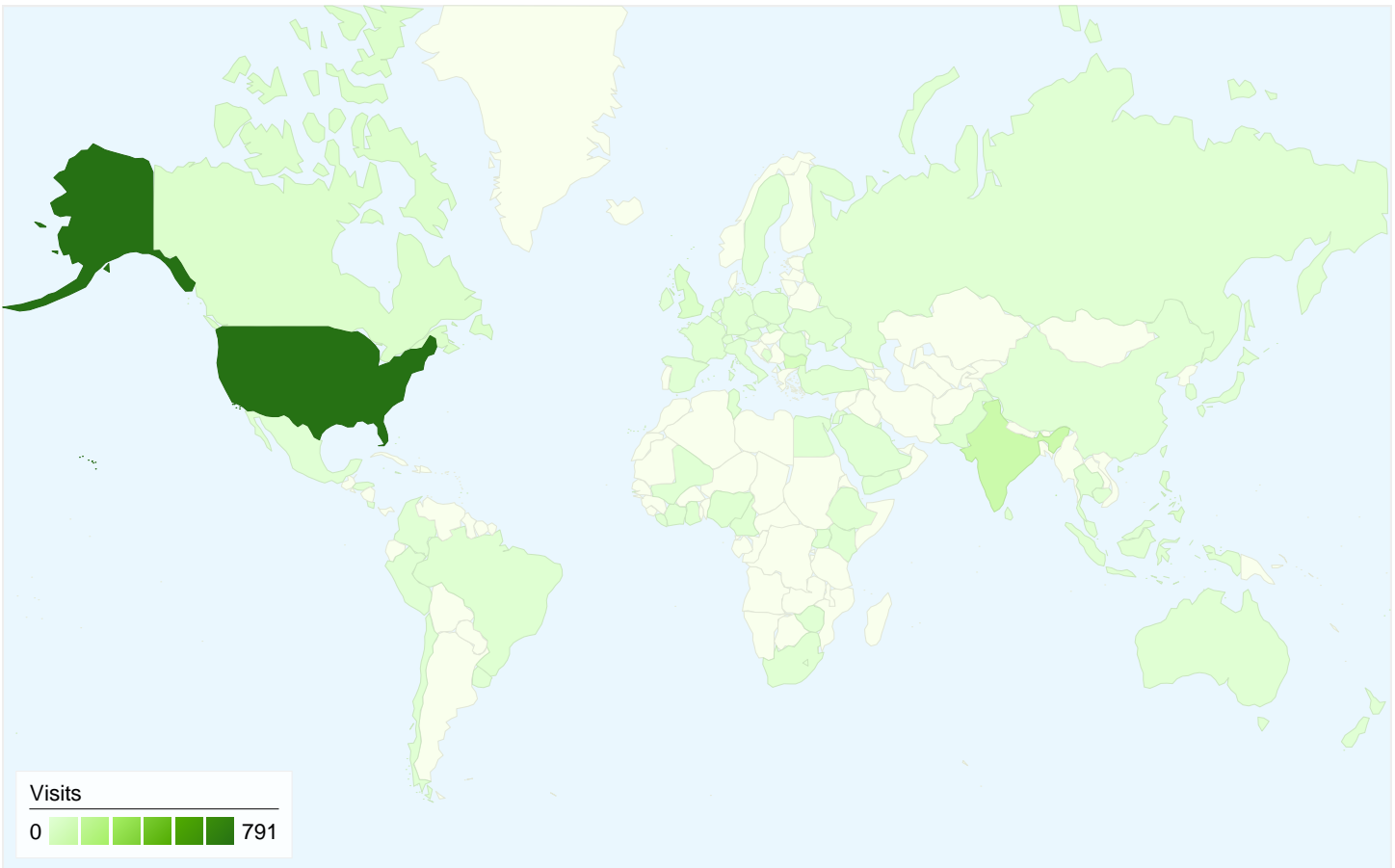
Goal Conversion Rate

Total Goal Value



Goal Conversion Rate
0.00%

Total Goal Value
\$0.00

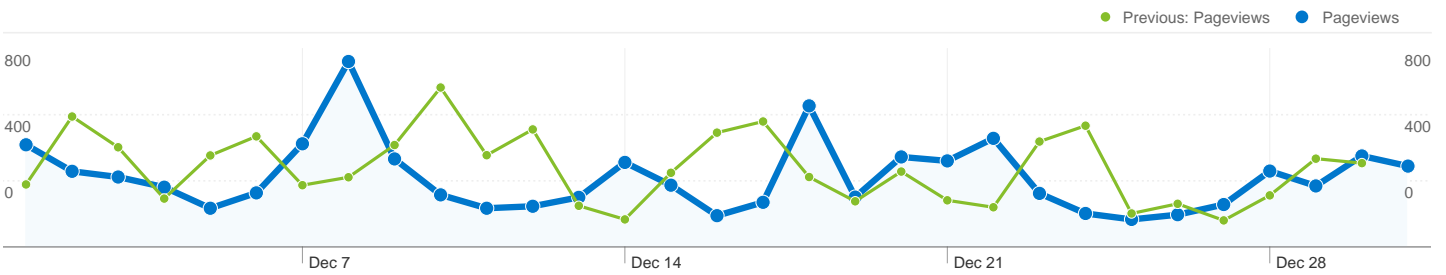


1,090 visits came from 77 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1,090 Previous: 1,194 (-8.71%)	7.97 Previous: 7.97 (0.03%)	00:04:03 Previous: 00:03:59 (1.63%)	74.04% Previous: 70.94% (4.37%)	0.46% Previous: 0.92% (-50.21%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
December 1, 2009 - December 31, 2009	791	8.33	00:03:55	77.62%	0.13%	
November 1, 2009 - November 30, 2009	851	8.61	00:03:43	71.68%	0.82%	
% Change	-7.05%	-3.17%	5.21%	8.29%	-84.63%	
India						
December 1, 2009 - December 31, 2009	96	10.71	00:08:01	56.25%	0.00%	
November 1, 2009 - November 30, 2009	86	7.59	00:08:03	51.16%	2.33%	
% Change	11.63%	41.03%	-0.41%	9.94%	-100.00%	
Bulgaria						
December 1, 2009 - December 31, 2009	47	2.21	00:00:02	2.13%	0.00%	


November 1, 2009 - November 30, 2009	52	2.00	> 00:00:00	0.00%	0.00%
% Change	-9.62%	10.64%	3,292.91%	100.00%	0.00%
United Kingdom					
December 1, 2009 - December 31, 2009	27	6.67	00:02:26	88.89%	7.41%
November 1, 2009 - November 30, 2009	24	5.58	00:01:02	95.83%	0.00%
% Change	12.50%	19.40%	136.00%	-7.25%	100.00%
Canada					
December 1, 2009 - December 31, 2009	20	6.30	00:02:53	85.00%	0.00%
November 1, 2009 - November 30, 2009	32	8.41	00:04:04	96.88%	0.00%
% Change	-37.50%	-25.06%	-29.21%	-12.26%	0.00%
Philippines					
December 1, 2009 - December 31, 2009	17	7.29	00:02:38	100.00%	0.00%
November 1, 2009 - November 30, 2009	21	7.43	00:04:33	85.71%	0.00%
% Change	-19.05%	-1.81%	-42.03%	16.67%	0.00%
Pakistan					
December 1, 2009 - December 31, 2009	9	7.33	00:05:41	88.89%	0.00%
November 1, 2009 - November 30, 2009	4	3.00	00:00:19	100.00%	0.00%
% Change	125.00%	144.44%	1,745.65%	-11.11%	0.00%
Hong Kong					
December 1, 2009 - December 31, 2009	5	3.40	00:01:45	60.00%	0.00%
November 1, 2009 - November 30, 2009	1	2.00	00:00:00	100.00%	0.00%
% Change	400.00%	70.00%	100.00%	-40.00%	0.00%
Brazil					
December 1, 2009 - December 31, 2009	5	12.80	00:08:52	60.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
Ghana					
December 1, 2009 - December 31, 2009	5	6.80	00:18:37	80.00%	0.00%
November 1, 2009 - November 30, 2009	9	20.11	00:26:59	66.67%	0.00%
% Change	-44.44%	-66.19%	-31.01%	20.00%	0.00%


1 - 10 of 77



Pages on this site were viewed a total of 8,685 times

 **8,685 Pageviews**
Previous: 9,511 (-8.68%)

 **2,680 Unique Views**
Previous: 3,432 (-21.91%)

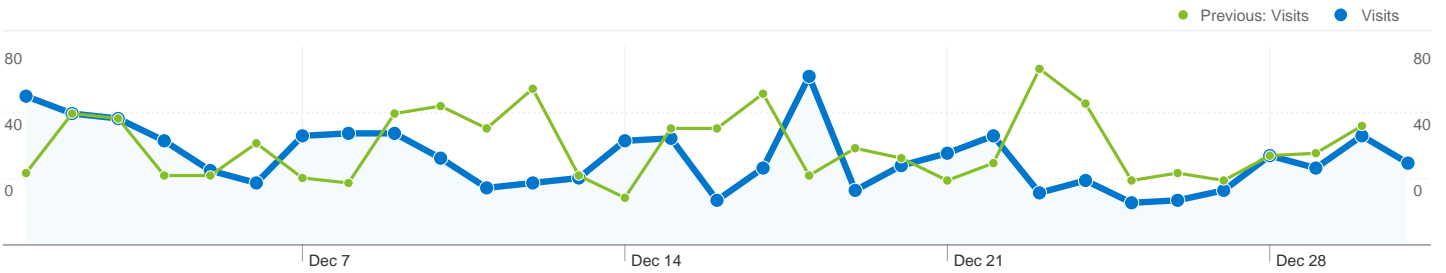
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Top Content

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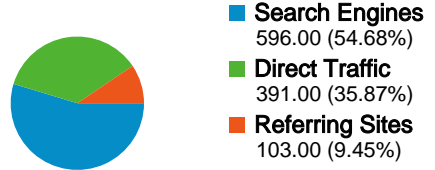


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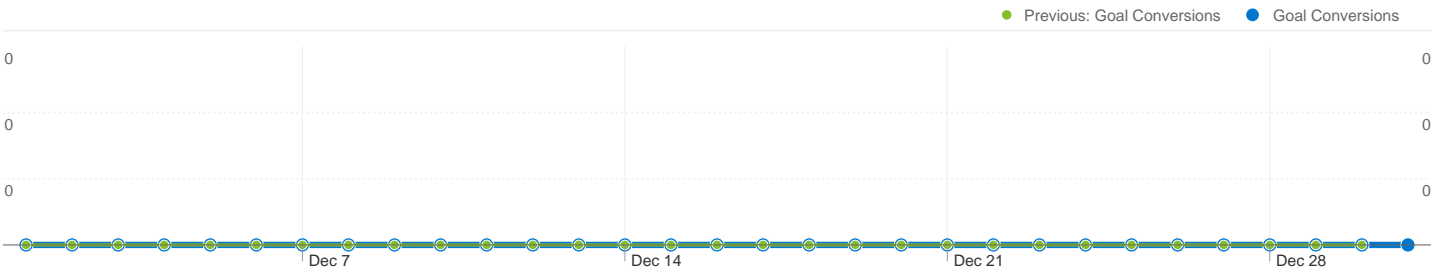


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bing (organic)		
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facebook.com (referral)		

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philanthropist list		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
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philanthropist		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
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% Change	225.00%	298.62%
find a philanthropist		

Dec 1, 2009 - Dec 31, 2009	11	1.01%	Dec 1, 2009 - Dec 31, 2009	6	1.01%
Nov 1, 2009 - Nov 30, 2009	19	1.59%	Nov 1, 2009 - Nov 30, 2009	2	0.27%
% Change	-42.11%	-36.58%	% Change	200.00%	267.95%



Visitors completed 0 goal conversions

0 conversions, Goal 1: Entered Application
 Previous: 0 (0.00%)

Goal Performance

Goal Conversion Rate





















Total Goal Value



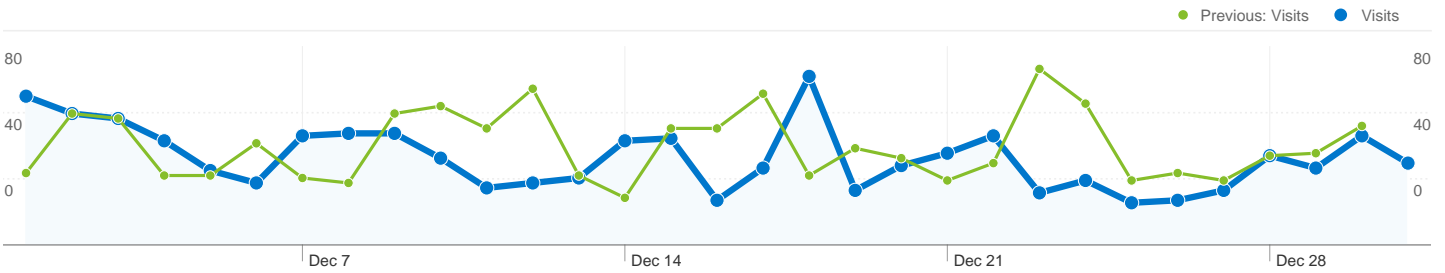
Goal Conversion Rate
0.00%

Total Goal Value
\$0.00

Most visits tracked: 2 pageviews

Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
1 pageviews		
Nov 1, 2009 - Nov 30, 2009	11.00	 0.92%
Dec 1, 2009 - Dec 31, 2009	5.00	 0.46%
2 pageviews		
Nov 1, 2009 - Nov 30, 2009	559.00	 46.82%
Dec 1, 2009 - Dec 31, 2009	493.00	 45.23%
3 pageviews		
Nov 1, 2009 - Nov 30, 2009	1.00	 0.08%
Dec 1, 2009 - Dec 31, 2009	4.00	 0.37%
4 pageviews		
Nov 1, 2009 - Nov 30, 2009	140.00	 11.73%
Dec 1, 2009 - Dec 31, 2009	127.00	 11.65%
5 pageviews		
Nov 1, 2009 - Nov 30, 2009	3.00	 0.25%
Dec 1, 2009 - Dec 31, 2009	0.00	 0.00%
6 pageviews		
Nov 1, 2009 - Nov 30, 2009	146.00	 12.23%
Dec 1, 2009 - Dec 31, 2009	114.00	 10.46%
7 pageviews		
Nov 1, 2009 - Nov 30, 2009	3.00	 0.25%
Dec 1, 2009 - Dec 31, 2009	2.00	 0.18%
8 pageviews		
Nov 1, 2009 - Nov 30, 2009	61.00	 5.11%
Dec 1, 2009 - Dec 31, 2009	59.00	 5.41%
9 pageviews		
Nov 1, 2009 - Nov 30, 2009	1.00	 0.08%
Dec 1, 2009 - Dec 31, 2009	1.00	 0.09%
10 pageviews		
Nov 1, 2009 - Nov 30, 2009	51.00	 4.27%
Dec 1, 2009 - Dec 31, 2009	65.00	 5.96%

11 pageviews		
Nov 1, 2009 - Nov 30, 2009	1.00	0.08%
Dec 1, 2009 - Dec 31, 2009	2.00	0.18%
12 pageviews		
Nov 1, 2009 - Nov 30, 2009	35.00	2.93%
Dec 1, 2009 - Dec 31, 2009	36.00	3.30%
14 pageviews		
Nov 1, 2009 - Nov 30, 2009	29.00	2.43%
Dec 1, 2009 - Dec 31, 2009	39.00	3.58%
15 pageviews		
Nov 1, 2009 - Nov 30, 2009	1.00	0.08%
Dec 1, 2009 - Dec 31, 2009	1.00	0.09%
16 pageviews		
Nov 1, 2009 - Nov 30, 2009	19.00	1.59%
Dec 1, 2009 - Dec 31, 2009	25.00	2.29%
18 pageviews		
Nov 1, 2009 - Nov 30, 2009	25.00	2.09%
Dec 1, 2009 - Dec 31, 2009	15.00	1.38%
19 pageviews		
Nov 1, 2009 - Nov 30, 2009	1.00	0.08%
Dec 1, 2009 - Dec 31, 2009	1.00	0.09%
20+ pageviews		
Nov 1, 2009 - Nov 30, 2009	107.00	8.96%
Dec 1, 2009 - Dec 31, 2009	101.00	9.27%



1,090 visits used 28 languages

Site Usage

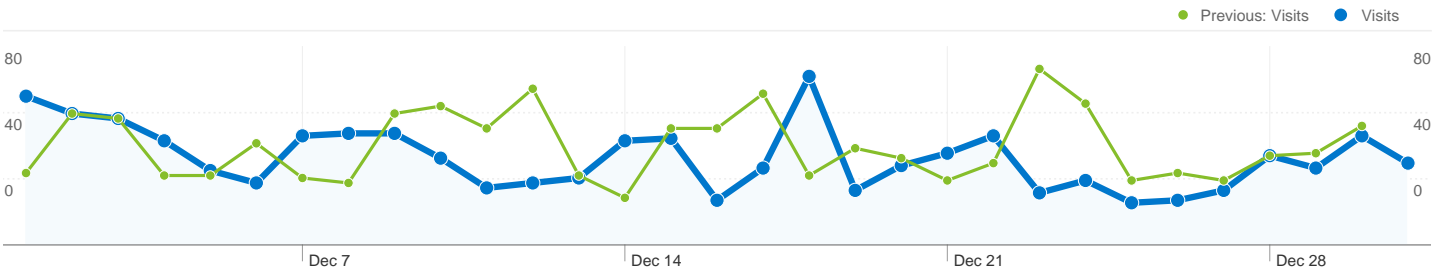
Visits 1,090 Previous: 1,194 (-8.71%)	Pages/Visit 7.97 Previous: 7.97 (0.03%)	Avg. Time on Site 00:04:03 Previous: 00:03:59 (1.63%)	% New Visits 74.04% Previous: 70.94% (4.37%)	Bounce Rate 0.46% Previous: 0.92% (-50.21%)
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Language	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
en-us					
December 1, 2009 - December 31, 2009	1,017	8.01	00:04:01	73.35%	0.49%
November 1, 2009 - November 30, 2009	1,110	8.18	00:04:08	70.18%	0.36%
% Change	-8.38%	-2.06%	-2.63%	4.52%	36.43%
en					
December 1, 2009 - December 31, 2009	33	6.73	00:01:57	84.85%	0.00%
November 1, 2009 - November 30, 2009	46	6.46	00:02:11	67.39%	13.04%
% Change	-28.26%	4.19%	-11.02%	25.90%	-100.00%
fr					
December 1, 2009 - December 31, 2009	11	4.36	00:00:36	81.82%	0.00%
November 1, 2009 - November 30, 2009	10	2.80	00:01:04	100.00%	0.00%
% Change	10.00%	55.84%	-44.41%	-18.18%	0.00%
en-gb					
December 1, 2009 - December 31, 2009	10	13.20	00:10:11	90.00%	0.00%
November 1, 2009 - November 30, 2009	5	2.20	00:00:01	100.00%	20.00%
% Change	100.00%	500.00%	43,535.71%	-10.00%	-100.00%
pt-br					
December 1, 2009 - December 31, 2009	4	12.50	00:09:50	50.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
ru					
December 1, 2009 - December 31, 2009	3	2.67	00:00:09	100.00%	0.00%

November 1, 2009 - November 30, 2009	3	2.67	00:00:09	100.00%	0.00%
% Change	0.00%	0.00%	0.00%	0.00%	0.00%
cs					
December 1, 2009 - December 31, 2009	2	3.00	00:00:07	50.00%	0.00%
November 1, 2009 - November 30, 2009	2	4.00	00:00:16	100.00%	0.00%
% Change	0.00%	-25.00%	-58.06%	-50.00%	0.00%
de					
December 1, 2009 - December 31, 2009	2	5.00	00:01:16	100.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
(not set)					
December 1, 2009 - December 31, 2009	1	6.00	01:04:57	100.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
bg					
December 1, 2009 - December 31, 2009	1	12.00	00:01:32	100.00%	0.00%
November 1, 2009 - November 30, 2009	1	2.00	00:00:00	100.00%	0.00%
% Change	0.00%	500.00%	100.00%	0.00%	0.00%
					1 - 10 of 28

Traffic Sources Overview

Dec 1, 2009 - Dec 31, 2009
Comparing to: Nov 1, 2009 - Nov 30, 2009



All traffic sources sent a total of 1,090 visits

35.87% Direct Traffic

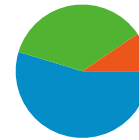
Previous: 29.06% (23.43%)

9.45% Referring Sites

Previous: 7.96% (18.77%)

54.68% Search Engines

Previous: 61.22% (-10.69%)



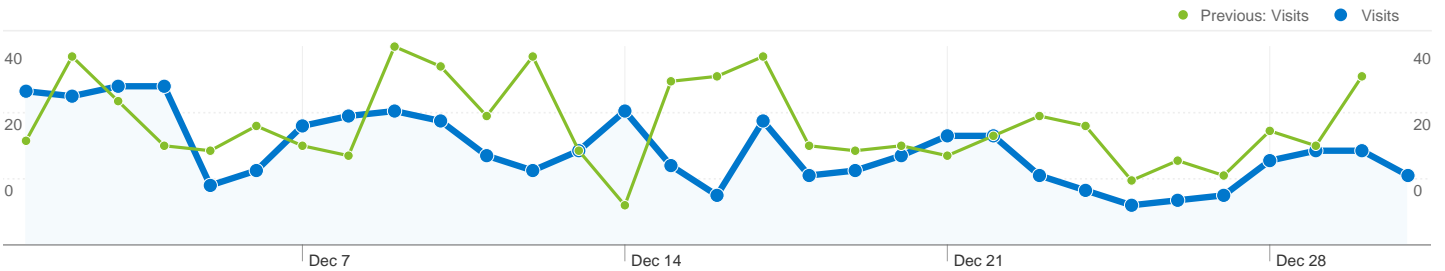
Search Engines
596.00 (54.68%)
Direct Traffic
391.00 (35.87%)
Referring Sites
103.00 (9.45%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))		
Dec 1, 2009 - Dec 31, 2009	391	35.87%
Nov 1, 2009 - Nov 30, 2009	347	29.06%
% Change	12.68%	23.43%
google (organic)		
Dec 1, 2009 - Dec 31, 2009	370	33.94%
Nov 1, 2009 - Nov 30, 2009	500	41.88%
% Change	-26.00%	-18.94%
yahoo (organic)		
Dec 1, 2009 - Dec 31, 2009	139	12.75%
Nov 1, 2009 - Nov 30, 2009	154	12.90%
% Change	-9.74%	-1.13%
bing (organic)		
Dec 1, 2009 - Dec 31, 2009	74	6.79%
Nov 1, 2009 - Nov 30, 2009	59	4.94%
% Change	25.42%	37.39%
facebook.com (referral)		

Keywords	Visits	% visits
philanthropist		
Dec 1, 2009 - Dec 31, 2009	336	56.38%
Nov 1, 2009 - Nov 30, 2009	487	66.62%
% Change	-31.01%	-15.38%
philanthropist.org		
Dec 1, 2009 - Dec 31, 2009	59	9.90%
Nov 1, 2009 - Nov 30, 2009	58	7.93%
% Change	1.72%	24.77%
philanthropist list		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
Nov 1, 2009 - Nov 30, 2009	11	1.50%
% Change	18.18%	44.95%
philanthropist		
Dec 1, 2009 - Dec 31, 2009	13	2.18%
Nov 1, 2009 - Nov 30, 2009	4	0.55%
% Change	225.00%	298.62%
find a philanthropist		

Dec 1, 2009 - Dec 31, 2009	11	1.01%	Dec 1, 2009 - Dec 31, 2009	6	1.01%
Nov 1, 2009 - Nov 30, 2009	19	1.59%	Nov 1, 2009 - Nov 30, 2009	2	0.27%
% Change	-42.11%	-36.58%	% Change	200.00%	267.95%



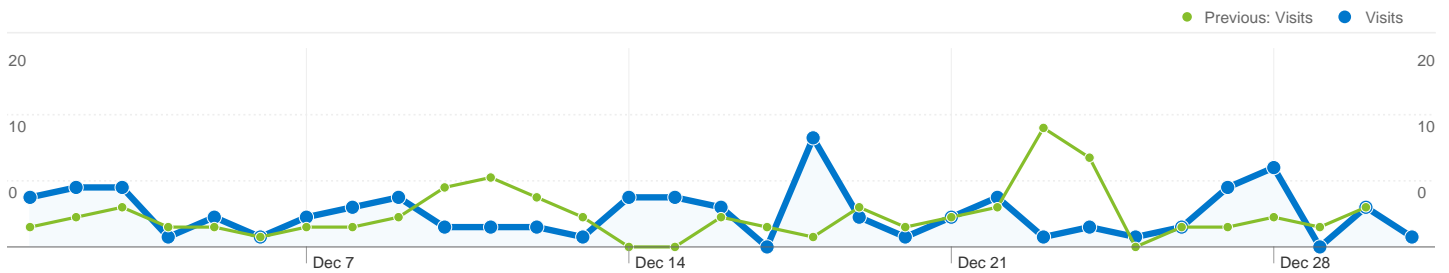
Search sent 596 total visits via 271 keywords

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
596 Previous: 731 (-18.47%)	7.57 Previous: 8.80 (-13.92%)	00:03:19 Previous: 00:03:51 (-13.92%)	86.24% Previous: 83.17% (3.69%)	0.50% Previous: 0.41% (22.65%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
philanthropist					
December 1, 2009 - December 31, 2009	336	8.68	00:03:06	92.86%	0.00%
November 1, 2009 - November 30, 2009	487	9.20	00:03:46	88.91%	0.41%
% Change	-31.01%	-5.71%	-17.57%	4.44%	-100.00%
philanthropist.org					
December 1, 2009 - December 31, 2009	59	7.46	00:07:58	32.20%	0.00%
November 1, 2009 - November 30, 2009	58	11.03	00:08:08	56.90%	0.00%
% Change	1.72%	-32.42%	-2.09%	-43.40%	0.00%
philanthropist list					
December 1, 2009 - December 31, 2009	13	12.00	00:04:46	100.00%	0.00%
November 1, 2009 - November 30, 2009	11	6.00	00:01:27	100.00%	0.00%
% Change	18.18%	100.00%	228.65%	0.00%	0.00%
philantropist					
December 1, 2009 - December 31, 2009	13	5.69	00:02:52	100.00%	0.00%
November 1, 2009 - November 30, 2009	4	10.00	00:02:11	100.00%	0.00%
% Change	225.00%	-43.08%	31.42%	0.00%	0.00%
find a philanthropist					
December 1, 2009 - December 31, 2009	6	4.00	00:00:47	100.00%	0.00%
November 1, 2009 - November 30, 2009	2	2.00	00:00:01	100.00%	0.00%
% Change	200.00%	100.00%	9,266.67%	0.00%	0.00%
tyler hudson sonshine foundation					
December 1, 2009 - December 31, 2009	4	2.50	00:00:13	50.00%	0.00%

November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
philanthropist companies					
December 1, 2009 - December 31, 2009	3	7.33	00:04:12	66.67%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
philanthropist organizations					
December 1, 2009 - December 31, 2009	3	6.67	00:03:50	100.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
thomasin bentley					
December 1, 2009 - December 31, 2009	3	2.67	00:00:52	66.67%	0.00%
November 1, 2009 - November 30, 2009	3	2.67	00:00:36	100.00%	0.00%
% Change	0.00%	0.00%	45.79%	-33.33%	0.00%
and social justice for all : insights on philanthropy by fast company magazine					
December 1, 2009 - December 31, 2009	2	4.50	00:02:14	50.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%

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Referring sites sent 103 visits via 86 sources

Site Usage

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 103 Previous: 95 (8.42%)					
Pages/Visit 7.33 Previous: 7.36 (-0.38%)					
Avg. Time on Site 00:04:53 Previous: 00:04:22 (12.01%)					
% New Visits 71.84% Previous: 67.37% (6.64%)					
Bounce Rate 0.97% Previous: 1.05% (-7.77%)					
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
facebook.com					
December 1, 2009 - December 31, 2009	11	13.09	00:05:36	63.64%	0.00%
November 1, 2009 - November 30, 2009	19	6.05	00:04:16	63.16%	5.26%
% Change	-42.11%	116.28%	31.18%	0.76%	-100.00%
philanthropist.org					
December 1, 2009 - December 31, 2009	9	15.33	00:09:02	33.33%	0.00%
November 1, 2009 - November 30, 2009	1	2.00	00:00:00	0.00%	0.00%
% Change	800.00%	666.67%	100.00%	100.00%	0.00%
canlinks.net					
December 1, 2009 - December 31, 2009	6	2.00	> 00:00:00	66.67%	0.00%
November 1, 2009 - November 30, 2009	11	2.00	> 00:00:00	100.00%	0.00%
% Change	-45.45%	0.00%	-8.33%	-33.33%	0.00%
gw14					
December 1, 2009 - December 31, 2009	6	8.67	00:12:47	33.33%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
linkedin.com					
December 1, 2009 - December 31, 2009	5	4.00	00:05:28	100.00%	0.00%
November 1, 2009 - November 30, 2009	7	7.43	00:01:56	42.86%	0.00%
% Change	-28.57%	-46.15%	182.76%	133.33%	0.00%
mail.google.com					
December 1, 2009 - December 31, 2009	3	4.00	00:08:09	100.00%	0.00%

November 1, 2009 - November 30, 2009	5	2.00	00:00:01	80.00%	0.00%
% Change	-40.00%	100.00%	81,400.00%	25.00%	0.00%
us.mc1119.mail.yahoo.com					
December 1, 2009 - December 31, 2009	3	9.33	00:04:14	0.00%	0.00%
November 1, 2009 - November 30, 2009	9	21.11	00:08:33	0.00%	0.00%
% Change	-66.67%	-55.79%	-50.50%	0.00%	0.00%
articlesbase.com					
December 1, 2009 - December 31, 2009	2	5.00	00:01:12	50.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
best-sites.co.uk					
December 1, 2009 - December 31, 2009	2	2.00	00:00:02	100.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
linkroo.com					
December 1, 2009 - December 31, 2009	2	2.00	00:00:01	100.00%	0.00%
November 1, 2009 - November 30, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%

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