



**Site Usage**

 **1,871,475** Visits

 **46.77%** Bounce Rate

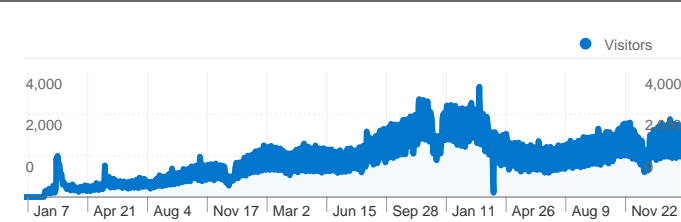
 **9,226,735** Pageviews

 **00:05:42** Avg. Time on Site

 **4.93** Pages/Visit

 **54.37%** % New Visits

**Visitors Overview**

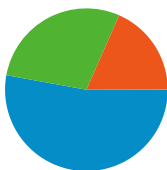


**Visitors**  
**1,017,704**

**Referring Sites**

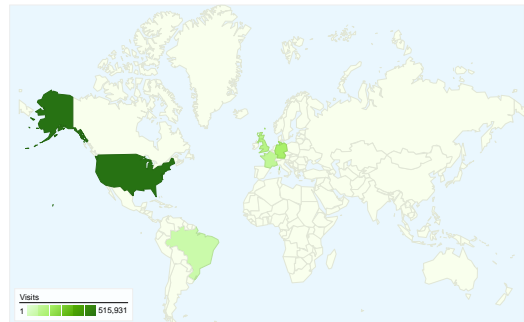
Source	Visits	% visits
eol.org	71,486	13.29%
tropicos.org	45,969	8.55%
rzblx1.uni-regensburg.de	34,202	6.36%
en.wikipedia.org	30,190	5.61%
sil.si.edu	17,008	3.16%

**Traffic Sources Overview**



- **Search Engines**  
989,291.00 (52.86%)
- **Referring Sites**  
537,780.00 (28.74%)
- **Direct Traffic**  
344,030.00 (18.38%)
- **Other**  
374 (0.02%)

**Map Overlay**



Keywords		
Keyword	Visits	% visits
biodiversity heritage library	67,463	6.82%
bhl	14,313	1.45%
biodiversity heritage	11,505	1.16%
biodiversity library	9,424	0.95%
heritage library	4,303	0.43%

Browsers and OS		
Browser and OS	Visits	% visits
Internet Explorer / Windows	915,943	48.94%
Firefox / Windows	570,651	30.49%
Safari / Macintosh	134,137	7.17%
Chrome / Windows	78,942	4.22%
Firefox / Macintosh	76,518	4.09%

Content Drilldown /bibliography/		
Page	Pageviews	% visits
/7422	10,262	0.43%
/15774	9,929	0.42%
/2803	9,827	0.41%
/1594	8,828	0.37%
/6170	8,717	0.37%

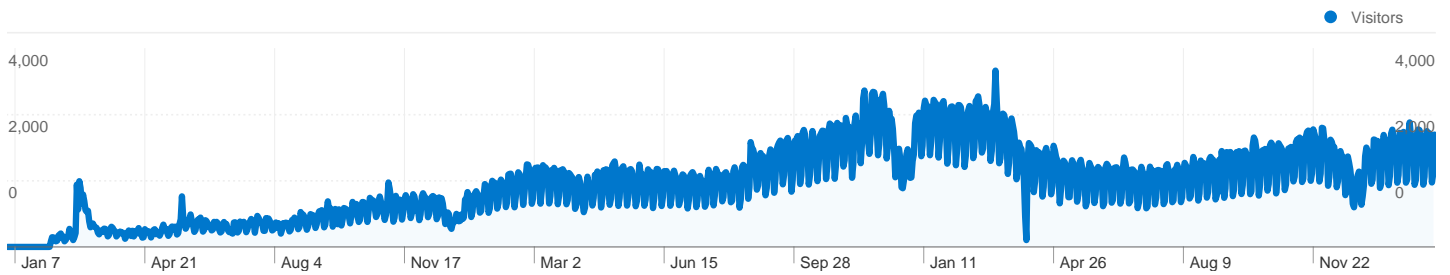
Content Drilldown /subject/		
Page	Pageviews	% visits
/Botany	22,354	6.01%
/Birds	17,992	4.84%
/Periodicals	16,842	4.53%
/Mollusks	13,498	3.63%
/Pictorial+works	11,974	3.22%

Content Overview		
Pages	Pageviews	% Pageviews
/	429,263	4.65%
(other)	290,428	3.15%
/browse/authors/A	141,061	1.53%
/browse/titles	139,884	1.52%
/Default.aspx	94,249	1.02%

Connection Speeds		
Connection Speed	Visits	% visits
Unknown	584,667	31.24%
DSL	482,559	25.78%
T1	449,814	24.04%
Cable	285,824	15.27%
Dialup	59,551	3.18%

Content Drilldown /item/		
Page	Pageviews	% visits
/10277	5,656	0.34%
/86148	2,292	0.14%
/23742	1,971	0.12%
/13829	1,744	0.10%
/16559	1,671	0.10%


Content Drilldown /name/		
Page	Pageviews	% visits
/Monobia	2,271	0.47%
/Ornithorhynchus_anatinus	2,072	0.43%
/Mecinus	1,771	0.37%
/Mollusca	1,169	0.24%
/Acinonyx_jubatus	1,032	0.21%




**1,017,704 people visited this site**

 **1,871,475 Visits**


 **1,017,704 Absolute Unique Visitors**

 **9,226,735 Pageviews**

 **4.93 Average Pageviews**

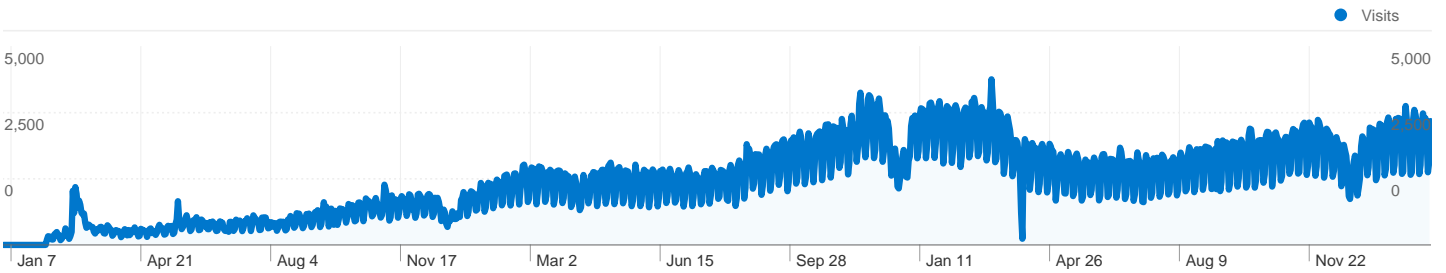
 **00:05:42 Time on Site**

 **46.77% Bounce Rate**

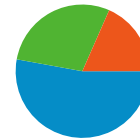
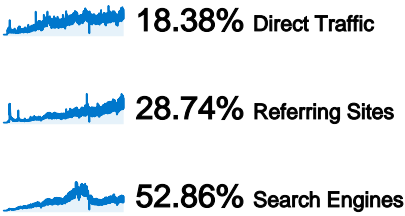
 **54.37% New Visits**

**Technical Profile**

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	916,143	48.95%	Unknown	584,667	31.24%
Firefox	668,036	35.70%	DSL	482,559	25.78%
Safari	147,050	7.86%	T1	449,814	24.04%
Chrome	84,683	4.52%	Cable	285,824	15.27%
Opera	32,561	1.74%	Dialup	59,551	3.18%



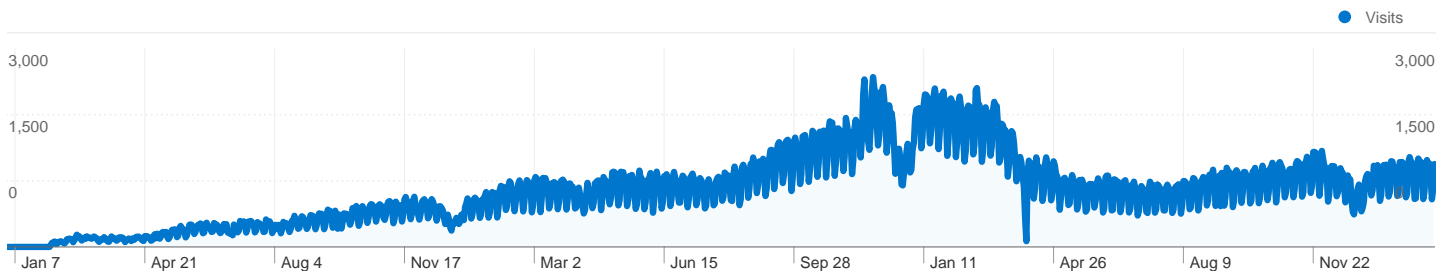
All traffic sources sent a total of 1,871,475 visits



- **Search Engines**  
989,291.00 (52.86%)
- **Referring Sites**  
537,780.00 (28.74%)
- **Direct Traffic**  
344,030.00 (18.38%)
- **Other**  
374 (0.02%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	938,934	50.17%	biodiversity heritage library	67,463	6.82%
(direct) ((none))	344,030	18.38%	bhl	14,313	1.45%
eol.org (referral)	71,486	3.82%	biodiversity heritage	11,505	1.16%
tropicos.org (referral)	45,969	2.46%	biodiversity library	9,424	0.95%
rzblx1.uni-regensburg.de	34,202	1.83%	heritage library	4,303	0.43%

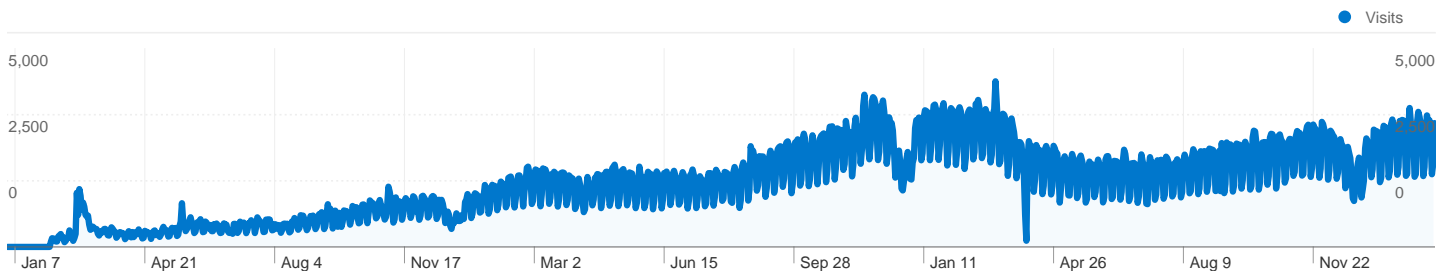


**Search sent 989,291 total visits via 470,115 keywords**

**Site Usage**

<b>Visits</b> <b>989,291</b> % of Site Total: <b>52.86%</b>	<b>Pages/Visit</b> <b>4.55</b> Site Avg: <b>4.93 (-7.79%)</b>	<b>Avg. Time on Site</b> <b>00:05:00</b> Site Avg: <b>00:05:42 (-12.17%)</b>	<b>% New Visits</b> <b>57.66%</b> Site Avg: <b>54.37% (6.06%)</b>	<b>Bounce Rate</b> <b>51.41%</b> Site Avg: <b>46.77% (9.92%)</b>	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
biodiversity heritage library	<b>67,463</b>	9.46	00:10:34	20.54%	19.32%
bhl	<b>14,313</b>	7.78	00:08:31	24.96%	32.64%
biodiversity heritage	<b>11,505</b>	10.02	00:11:02	24.74%	13.93%
biodiversity library	<b>9,424</b>	8.61	00:10:19	23.77%	20.67%
heritage library	<b>4,303</b>	9.07	00:09:31	25.59%	18.41%
biodiversitylibrary	<b>2,686</b>	13.27	00:13:14	18.65%	20.29%
annals and magazine of natural history	<b>2,454</b>	7.11	00:11:42	22.98%	20.09%
biodiversitylibrary.org	<b>2,177</b>	15.21	00:16:03	28.34%	16.08%
biodiversity	<b>2,021</b>	3.85	00:03:45	74.32%	61.21%
proceedings of the united states national museum	<b>1,368</b>	6.31	00:08:36	20.03%	16.52%

1 - 10 of 470,115



**1,871,475 visits used 192 browser and OS combinations**

**Site Usage**

<b>Visits</b> <b>1,871,475</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>4.93</b> Site Avg: 4.93 (0.00%)	<b>Avg. Time on Site</b> <b>00:05:42</b> Site Avg: 00:05:42 (0.00%)	<b>% New Visits</b> <b>54.42%</b> Site Avg: 54.37% (0.09%)	<b>Bounce Rate</b> <b>46.77%</b> Site Avg: 46.77% (0.00%)	
Browser and OS	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer / Windows	915,943	5.19	00:05:40	58.07%	45.82%
Firefox / Windows	570,651	4.94	00:06:13	52.31%	43.64%
Safari / Macintosh	134,137	3.82	00:04:32	38.17%	58.07%
Chrome / Windows	78,942	4.74	00:05:31	55.38%	47.49%
Firefox / Macintosh	76,518	5.38	00:06:13	50.82%	42.66%
Opera / Windows	30,994	3.62	00:03:44	40.55%	58.99%
Firefox / Linux	20,196	3.84	00:04:47	55.14%	47.84%
Mozilla / Linux	11,943	1.34	00:00:33	93.70%	93.70%
Safari / Windows	7,537	2.17	00:01:58	31.31%	76.04%
Chrome / Macintosh	4,305	5.42	00:06:29	50.06%	42.00%

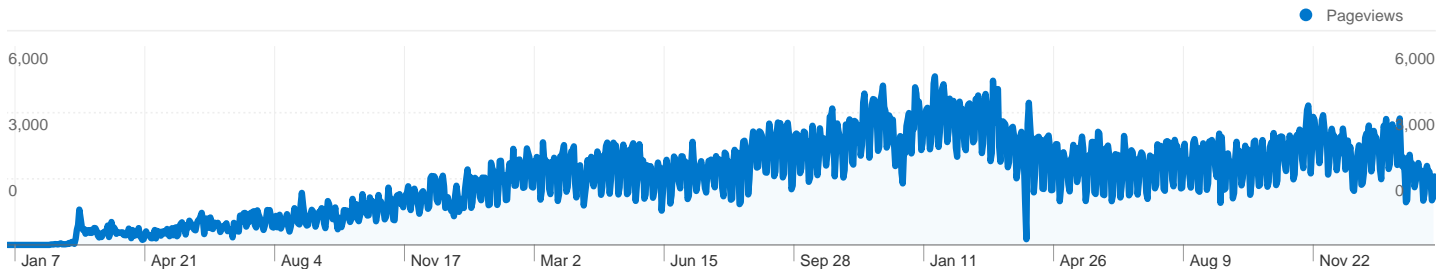
1 - 10 of 192

# Content Drilldown

/bibliography/

Jan 1, 2008 - Feb 28, 2011

Comparing to: Site



**43,179 pages were viewed a total of 2,374,959 times**

## Content Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/7422	10,262	4,779	00:01:01	29.23%	23.95%	\$0.00
/15774	9,929	7,033	00:01:40	26.25%	15.87%	\$0.00
/2803	9,827	6,482	00:01:28	21.01%	18.68%	\$0.00
/1594	8,828	5,098	00:01:19	27.64%	15.68%	\$0.00
/6170	8,717	5,609	00:01:09	24.32%	21.80%	\$0.00
/8188	7,715	4,906	00:01:44	33.01%	18.15%	\$0.00
/2179	7,566	4,956	00:00:56	18.36%	21.82%	\$0.00
/542	6,845	4,801	00:01:28	46.15%	37.95%	\$0.00
/2356	6,789	3,579	00:00:59	18.62%	14.27%	\$0.00
/702	5,853	4,308	00:01:07	16.83%	16.03%	\$0.00

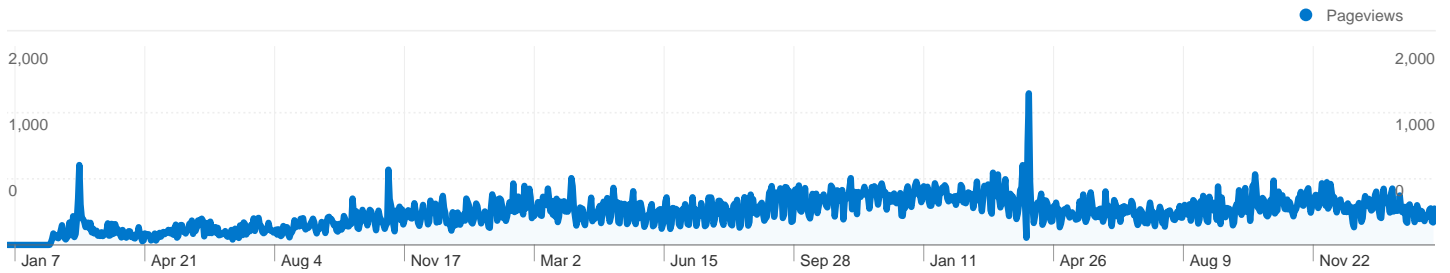
1 - 10 of 43,179

# Content Drilldown

/subject/

Jan 1, 2008 - Feb 28, 2011

Comparing to: Site



**14,569 pages were viewed a total of 371,933 times**

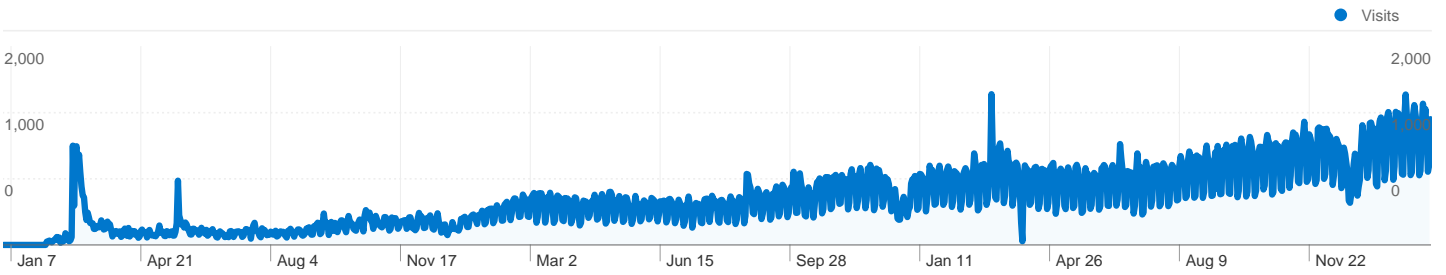
## Content Performance

<b>Pageviews</b> <b>371,933</b> % of Site Total: 4.03%	<b>Unique Pageviews</b> <b>240,976</b> % of Site Total: 3.49%	<b>Avg. Time on Page</b> <b>00:01:00</b> Site Avg: 00:01:27 (-30.68%)	<b>Bounce Rate</b> <b>46.86%</b> Site Avg: 46.77% (0.19%)	<b>% Exit</b> <b>18.00%</b> Site Avg: 20.28% (-11.26%)	<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/Botany	22,354	14,480	00:01:15	21.50%	14.73%	\$0.00
/Birds	17,992	11,353	00:01:06	32.53%	15.67%	\$0.00
/Periodicals	16,842	8,880	00:01:21	15.63%	10.44%	\$0.00
/Mollusks	13,498	6,034	00:01:08	19.35%	9.52%	\$0.00
/Pictorial+works	11,974	5,314	00:00:56	33.73%	9.86%	\$0.00
/Entomology	11,550	7,027	00:00:57	17.53%	9.91%	\$0.00
/Plants	10,028	6,874	00:01:09	56.72%	20.33%	\$0.00
/Zoology	9,929	6,940	00:01:02	42.84%	14.89%	\$0.00
/Insects	8,169	4,781	00:01:01	32.07%	11.90%	\$0.00
/Fishes	7,183	4,015	00:01:05	48.58%	13.85%	\$0.00

1 - 10 of 14,569



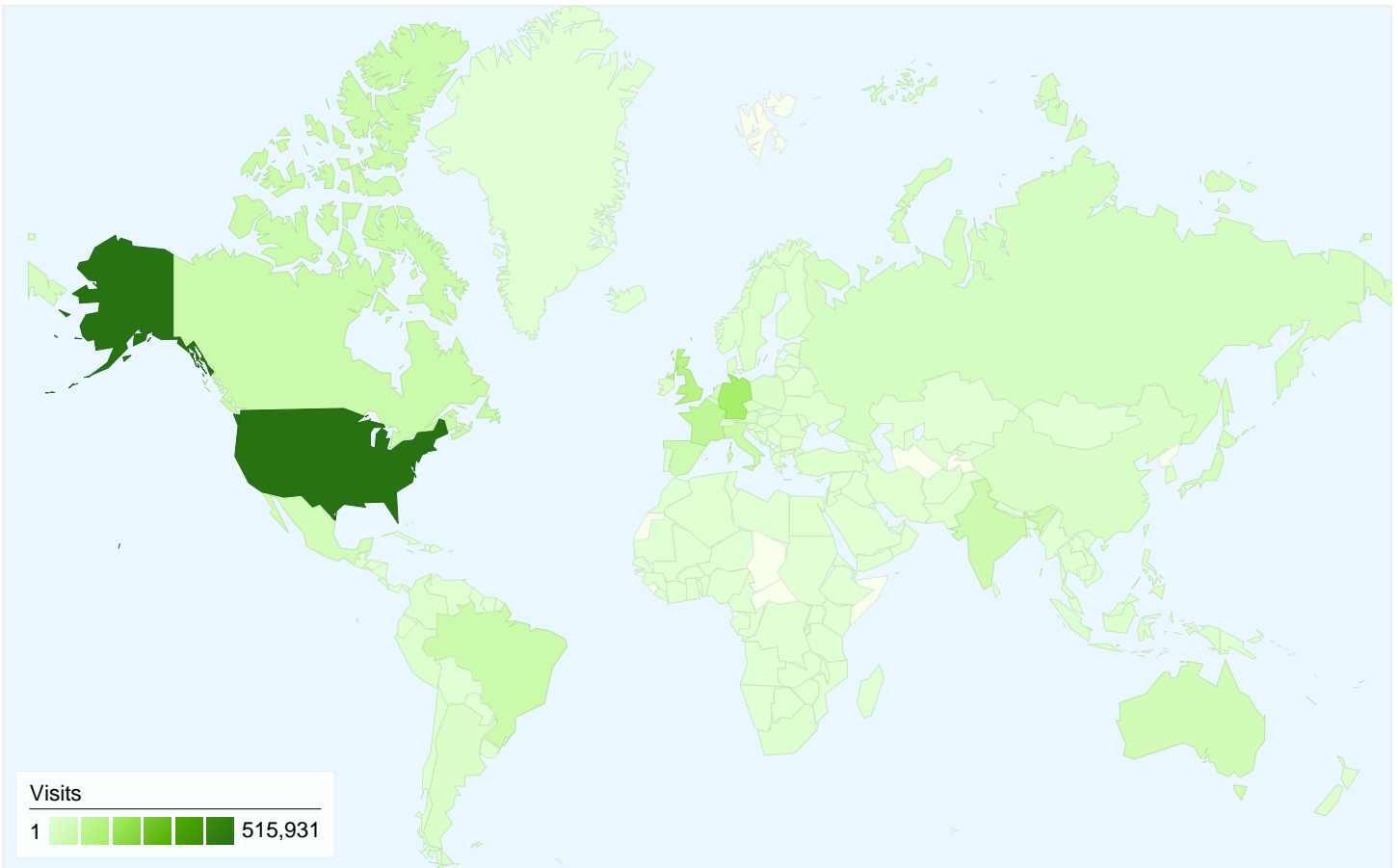


Referring sites sent 537,780 visits via 8,376 sources

Site Usage

<b>Visits</b> <b>537,780</b> % of Site Total: 28.74%	<b>Pages/Visit</b> <b>4.78</b> Site Avg: 4.93 (-3.14%)	<b>Avg. Time on Site</b> <b>00:05:59</b> Site Avg: 00:05:42 (4.93%)	<b>% New Visits</b> <b>48.71%</b> Site Avg: 54.37% (-10.41%)	<b>Bounce Rate</b> <b>43.30%</b> Site Avg: 46.77% (-7.41%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
eol.org	71,486	3.60	00:04:08	68.38%	52.28%
tropicos.org	45,969	4.12	00:08:30	16.42%	41.51%
rzblx1.uni-regensburg.de	34,202	4.23	00:03:53	67.97%	41.61%
en.wikipedia.org	30,190	3.15	00:03:12	73.57%	61.77%
sil.si.edu	17,008	6.75	00:09:11	28.58%	26.81%
archive.org	16,052	6.37	00:07:45	39.39%	35.81%
bioone.org	12,546	5.29	00:06:15	48.62%	20.59%
zipcodezoo.com	11,141	4.42	00:05:49	63.28%	46.00%
animalbase.uni-goettingen.de	10,935	6.94	00:09:47	18.53%	36.95%
europeana.eu	10,130	3.70	00:06:15	63.74%	50.41%

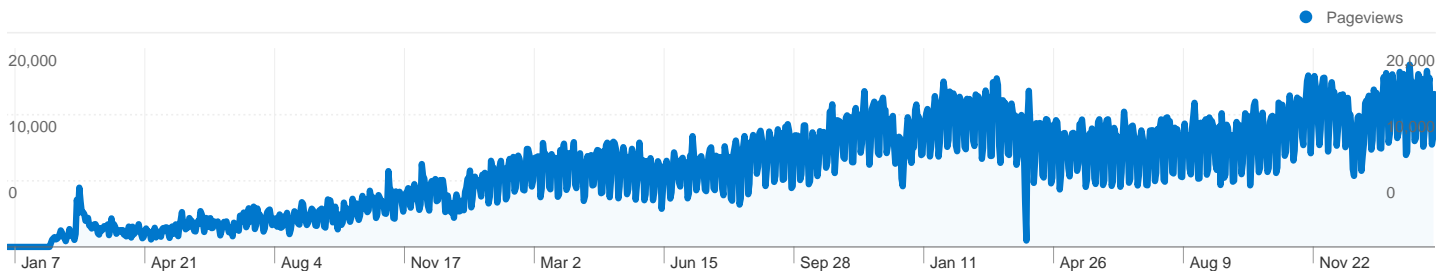
1 - 10 of 8,376




1,871,475 visits came from 233 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>1,871,475</b> % of Site Total: 100.00%	<b>4.93</b> Site Avg: 4.93 (0.00%)	<b>00:05:42</b> Site Avg: 00:05:42 (0.00%)	<b>54.42%</b> Site Avg: 54.37% (0.09%)	<b>46.77%</b> Site Avg: 46.77% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	515,931	4.19	00:04:31	61.54%	52.33%	
Germany	162,726	5.83	00:06:37	48.46%	39.97%	
United Kingdom	120,604	4.30	00:04:36	54.21%	48.76%	
France	95,074	6.07	00:07:48	43.18%	36.89%	
Brazil	64,164	5.99	00:07:39	46.90%	36.86%	
Italy	62,408	6.44	00:06:52	44.64%	38.06%	
Canada	61,266	4.10	00:03:58	68.26%	53.65%	
India	56,524	3.60	00:04:06	76.45%	57.13%	
Spain	53,116	6.60	00:07:42	42.64%	34.60%	


Australia	<b>46,226</b>	4.54	00:05:30	47.73%	45.78%
					1 - 10 of 233



Pages on this site were viewed a total of 9,226,735 times

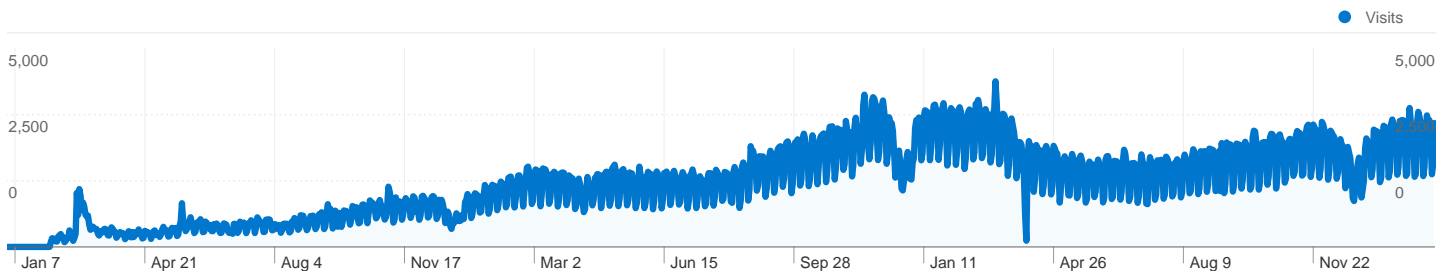
 9,226,735 Pageviews

 6,913,006 Unique Views

 46.77% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	429,263	4.65%
(other)	283,502	3.07%
/browse/authors/A	141,061	1.53%
/browse/titles	139,884	1.52%
/Default.aspx	94,249	1.02%



## 1,871,475 visits used 7 connection speeds

### Site Usage

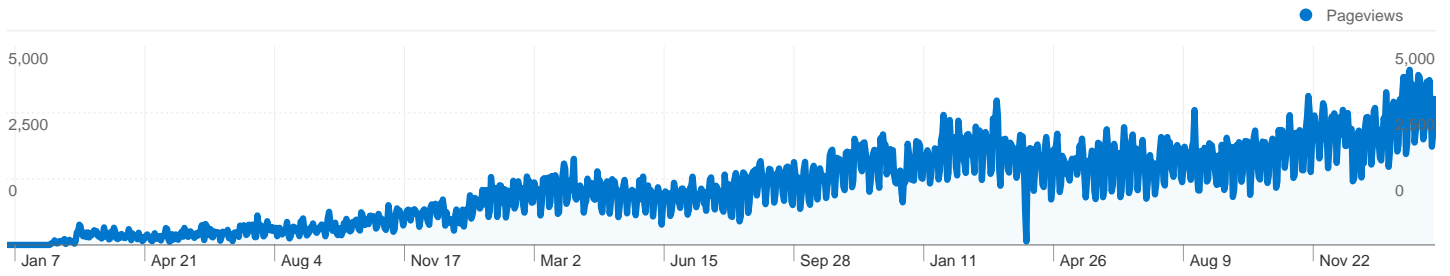
<b>Visits</b> <b>1,871,475</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>4.93</b> Site Avg: 4.93 (0.00%)	<b>Avg. Time on Site</b> <b>00:05:42</b> Site Avg: 00:05:42 (0.00%)	<b>% New Visits</b> <b>54.42%</b> Site Avg: 54.37% (0.09%)	<b>Bounce Rate</b> <b>46.77%</b> Site Avg: 46.77% (0.00%)	
Connection Speed	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Unknown	584,667	4.83	00:05:41	56.01%	47.70%
DSL	482,559	5.16	00:05:52	55.47%	47.33%
T1	449,814	5.01	00:06:00	46.74%	41.46%
Cable	285,824	4.48	00:04:40	61.05%	53.13%
Dialup	59,551	5.58	00:06:50	54.85%	42.78%
OC3	8,028	5.60	00:07:36	64.42%	43.93%
ISDN	1,032	3.33	00:03:07	67.64%	55.43%

# Content Drilldown

/item/

Jan 1, 2008 - Feb 28, 2011

Comparing to: Site



**73,986 pages were viewed a total of 1,683,063 times**

## Content Performance

<b>Pageviews</b> <b>1,683,063</b> % of Site Total: <b>18.24%</b>	<b>Unique Pageviews</b> <b>1,389,856</b> % of Site Total: <b>20.10%</b>	<b>Avg. Time on Page</b> <b>00:02:52</b> Site Avg: <b>00:01:27 (97.34%)</b>	<b>Bounce Rate</b> <b>54.61%</b> Site Avg: <b>46.77% (16.77%)</b>	<b>% Exit</b> <b>22.79%</b> Site Avg: <b>20.28% (12.38%)</b>	<b>\$ Index</b> <b>\$0.00</b> Site Avg: <b>\$0.00 (0.00%)</b>
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/10277	5,656	4,160	00:03:35	64.73%	46.61%	\$0.00
/86148	2,292	2,264	00:02:40	98.28%	98.17%	\$0.00
/23742	1,971	1,732	00:02:10	85.53%	80.67%	\$0.00
/13829	1,744	1,347	00:04:06	58.72%	38.65%	\$0.00
/16559	1,671	1,299	00:02:16	36.59%	16.88%	\$0.00
/13830	1,631	1,203	00:04:46	60.66%	38.87%	\$0.00
/20755	1,567	218	00:01:48	52.17%	8.36%	\$0.00
/13783	1,424	1,119	00:03:09	70.31%	64.12%	\$0.00
/100208	1,310	1,037	00:02:25	64.23%	62.29%	\$0.00
/28831	1,287	860	00:01:17	52.51%	66.36%	\$0.00

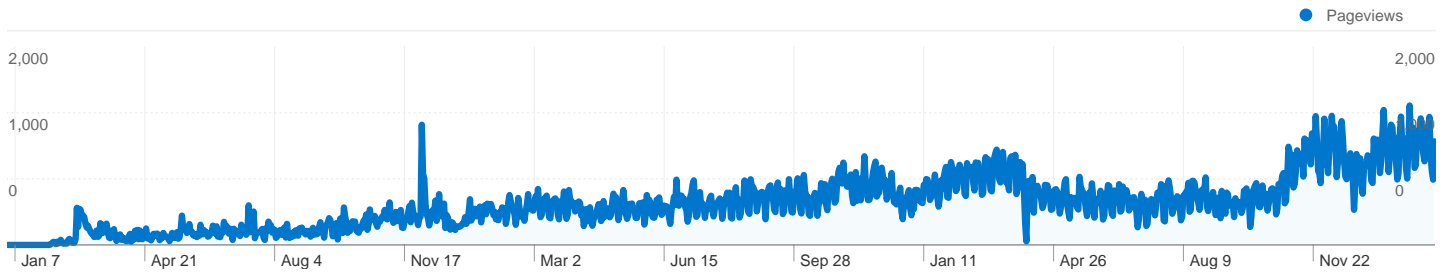
1 - 10 of 73,986

# Content Drilldown

/name/

Jan 1, 2008 - Feb 28, 2011

Comparing to: Site



174,617 pages were viewed a total of 482,328 times

## Content Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/Monobia	2,271	2,248	00:01:42	97.46%	96.83%	\$0.00
/Ornithorhynchus_anatinus	2,072	1,814	00:01:52	86.00%	81.85%	\$0.00
/Mecinus	1,771	1,769	00:00:56	99.72%	99.72%	\$0.00
/Mollusca	1,169	1,068	00:01:10	5.25%	17.88%	\$0.00
/Acinonyx_jubatus	1,032	924	00:01:51	86.06%	83.24%	\$0.00
/Mimosa_pudica	958	835	00:02:39	87.76%	83.40%	\$0.00
/Artemisia_absinthium	949	825	00:02:07	81.74%	78.29%	\$0.00
/Ursus_maritimus	884	782	00:01:43	83.33%	81.45%	\$0.00
/Lepidoptera	806	645	00:01:47	19.29%	26.18%	\$0.00
/Panthera_tigris	767	673	00:02:18	84.45%	79.79%	\$0.00

1 - 10 of 174,617