

Online Overview March 2008

- 16,834 people visited wafootball.com.au
- Pages on this site were viewed a total of 109,975 times – more details on pgs 2-5

Top 5 Downloaded Resources

991 - AFL Seating Map
479 - Junior Registration Form
385 - Junior By-Laws
365 - Umpire Registration Form

Top 5 Articles on WAFootball.com.au

1185 - WAFL 2008 Fixtures
810 - WAFL clubs fired up for season-opener
700 - Swans in Full Flight
694 - Swans take first 2008 Silverware
596 - Pre-season winners to be crowned this Friday night

WAFLOnline.com.au Quick Stats

5,371 Unique Visitors
512,535 Pageviews
1,420,097 Hits

More Stats

- WAFootball.com.au has **831 registered members**
- The Club Room Chat (WAFC official newsletter) has **10,158 subscribers**
- The WAFLOnline forum has **323 Posts in 49 Topics by 94 Members**
- The WAFL Facebook has **158 “Fans”**
- WAFootball.com.au is ranked 3rd on Google for the search term “School Football”
- Total of **485 Tippers** on WAFootytiping.com.au (393 Public / 92 Schools)

Club / District Website Hits

| | Club | Unique Visitors | Pageviews | Hits |
|----|-------------------|-----------------|-----------|---------|
| 1. | East Perth FC | 5,395 | 141,272 | 858,736 |
| 2. | Subiaco FC | 4,257 | 54,731 | 335,135 |
| 3. | Claremont FC | 2,546 | 20,125 | 150,624 |
| 4. | Perth FC | 1,291 | 13,999 | 107,495 |
| 5. | East Fremantle FC | 1,192 | 13,888 | 80,332 |
| 6. | Swan Districts FC | 1,267 | 9,833 | 65,996 |

West Perth, South Fremantle and Peel Thunder stats not available



Pages on this site were viewed a total of 109,975 times

109,975 Pageviews

85,804 Unique Views

31.78% Bounce Rate

Top Content

| Pages | Pageviews | % Pageviews |
|-----------------------|-----------|-------------|
| /waf | 19,487 | 17.72% |
| / | 17,925 | 16.30% |
| /waf/fixtures-results | 11,855 | 10.78% |
| /waf/teams | 4,622 | 4.20% |
| /senior-community | 2,834 | 2.58% |




16,834 people visited this site

 **30,993** Visits

 **16,834** Absolute Unique Visitors

 **109,975** Pageviews

 **3.55** Average Pageviews

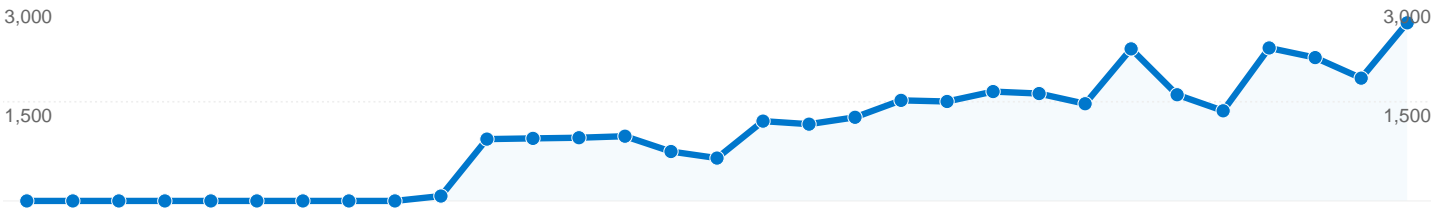
 **00:02:35** Time on Site

 **31.78%** Bounce Rate




 **54.30%** New Visits

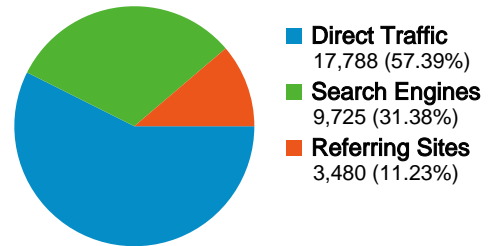
Technical Profile

| Browser | Visits | % visits | Connection Speed | Visits | % visits |
|-------------------|--------|----------|------------------|--------|----------|
| Internet Explorer | 26,807 | 86.49% | Unknown | 20,765 | 67.00% |
| Firefox | 3,326 | 10.73% | DSL | 6,623 | 21.37% |
| Safari | 725 | 2.34% | T1 | 1,642 | 5.30% |
| Mozilla | 39 | 0.13% | Dialup | 1,008 | 3.25% |
| Opera | 38 | 0.12% | Cable | 883 | 2.85% |



All traffic sources sent a total of 30,993 visits

-  57.39% Direct Traffic
-  11.23% Referring Sites
-  31.38% Search Engines



Top Traffic Sources

| Sources | Visits | % visits | Keywords | Visits | % visits |
|------------------------------|--------|----------|---------------|--------|----------|
| (direct) ((none)) | 17,788 | 57.39% | wagl | 4,751 | 48.85% |
| google (organic) | 8,451 | 27.27% | wagl football | 290 | 2.98% |
| live (organic) | 662 | 2.14% | wagl fixtures | 187 | 1.92% |
| waglonline.com.au (referral) | 444 | 1.43% | waagl | 167 | 1.72% |
| yahoo (organic) | 397 | 1.28% | wagl results | 167 | 1.72% |



Referring sites sent 3,480 visits via 209 sources

Site Usage

| Visits 3,480 % of Site Total: 11.23% | Pages/Visit 3.63 Site Avg: 3.55 (2.32%) | Avg. Time on Site 00:02:49 Site Avg: 00:02:35 (8.71%) | % New Visits 53.33% Site Avg: 54.29% (-1.76%) | Bounce Rate 28.91% Site Avg: 31.78% (-9.03%) | |
|---|--|--|--|---|-------------|
| Source | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
| wafonline.com.au | 444 | 3.20 | 00:02:54 | 23.20% | 28.83% |
| afl.com.au | 387 | 4.27 | 00:03:47 | 66.15% | 28.17% |
| realfooty.com.au | 264 | 3.24 | 00:01:58 | 69.32% | 33.33% |
| sffc.com.au | 260 | 3.74 | 00:02:31 | 64.62% | 26.15% |
| bigfooty.com | 222 | 3.09 | 00:02:13 | 34.23% | 23.42% |
| footygoss.com | 202 | 3.27 | 00:02:01 | 25.25% | 23.27% |
| eastperthfc.com.au | 121 | 4.11 | 00:03:20 | 42.15% | 23.97% |
| google.com.au | 117 | 4.40 | 00:02:39 | 51.28% | 14.53% |
| wafc.com.au | 90 | 3.84 | 00:02:38 | 42.22% | 24.44% |
| subiacooval.com.au | 81 | 3.77 | 00:01:59 | 81.48% | 28.40% |

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