


# Master Remodelers web statistics summary

## October 2011 monthly report

	<i>unique visitors</i>	<i># of visits</i>	<i>page views</i>	<i>pgs./visit</i>	<i>bounce</i>	<i>avg. time</i>
					<i>rate</i>	<i>on site</i>
Feb. 2010	226	406	1,816	4.47	44.1%	5:47
March 2010	270	462	2,631	5.69	39.0%	6:19
April 2010	242	437	2,175	4.98	40.1%	6:35
May 2010	262	403	1,634	4.05	36.7%	4:50
June 2010	253	349	1,270	3.64	48.4%	4:50
July 2010	221	293	934	3.19	44.7%	3:00
August 2010	229	324	1,355	4.18	43.8%	4:26
Sept. 2010	211	295	1,251	4.24	42.0%	4:55
Oct. 2010	302	500	2,104	4.21	38.0%	5:15
Nov. 2010	228	356	1,207	3.39	48.0%	3:31
Dec. 2010	228	334	1,377	4.12	42.5%	4:50
Jan.2011	294	412	1,532	3.72	42.0%	3:21
Feb. 2011	345	492	1,932	3.93	40.0%	3:54
March 2011	367	600	1,925	3.21	50.2%	3:23
April 2011	281	464	1,483	3.20	49.1%	2:19
May 2011	296	418	1,437	3.44	44.5%	2:59
June 2011	280	431	1,394	3.23	45.5%	2:52
July 2011	348	494	1,567	3.17	48.9%	2:57
August 2011	334	473	1,324	2.80	56.5%	2:29
Sept. 2011	437	569	1,837	3.23	48.9%	2:52
Oct. 2011	377	571	1,714	3.00	50.1%	2:56
<b>Totals</b>	<b>6031</b>	<b>9083</b>	<b>33,899</b>	<b>3.73</b>		

% New Visits  
**40.88%**  
 Site Avg:  
 56.92% (-28.18%)

 the 3 peak periods/category

### Top Content by title

page views    unique visits    avg. time on page

1.	Master Remodelers home remodeling	527	430	00:01:08
2.	Master Remodelers Portfolio- remodeling kit...	114	66	00:00:29
3.	Master Remodelers Kitchens-designing and ...	91	77	00:02:11
4.	Master Remodelers offers 4 unique kitchen ".. <small>New blog</small>	72	38	00:02:45
5.	Master Remodelers, Inc.	62	54	00:01:00
6.	Master Remodelers bathrooms-top bathroo...	51	39	00:01:41
7.	Master Remodelers kitchen remodeling and ...	51	38	00:01:32
8.	Before and After	50	44	00:01:52
9.	Master Remodelers design- design for remo...	48	40	00:00:48
10.	Master Remodelers spotlight-2010 winner of ...	44	39	00:01:22

### Links from an external page (other than search engines)

visits    page/visit

1.	facebook.com	48	3.29
2.	buildertrend.net	21	1.67
3.	kudzu.com	6	3.67
4.	my.angieslist.com	6	3.00
5.	yellowexplorer.com	6	1.17
6.	linkedin.com	5	1.00
7.	nkba.org	4	2.25
8.	housetrends.com	3	9.33
9.	strothmanassociates.com	3	2.67
10.	apps.facebook.com	2	1.00

### Search Key Words

visits    pages/visit

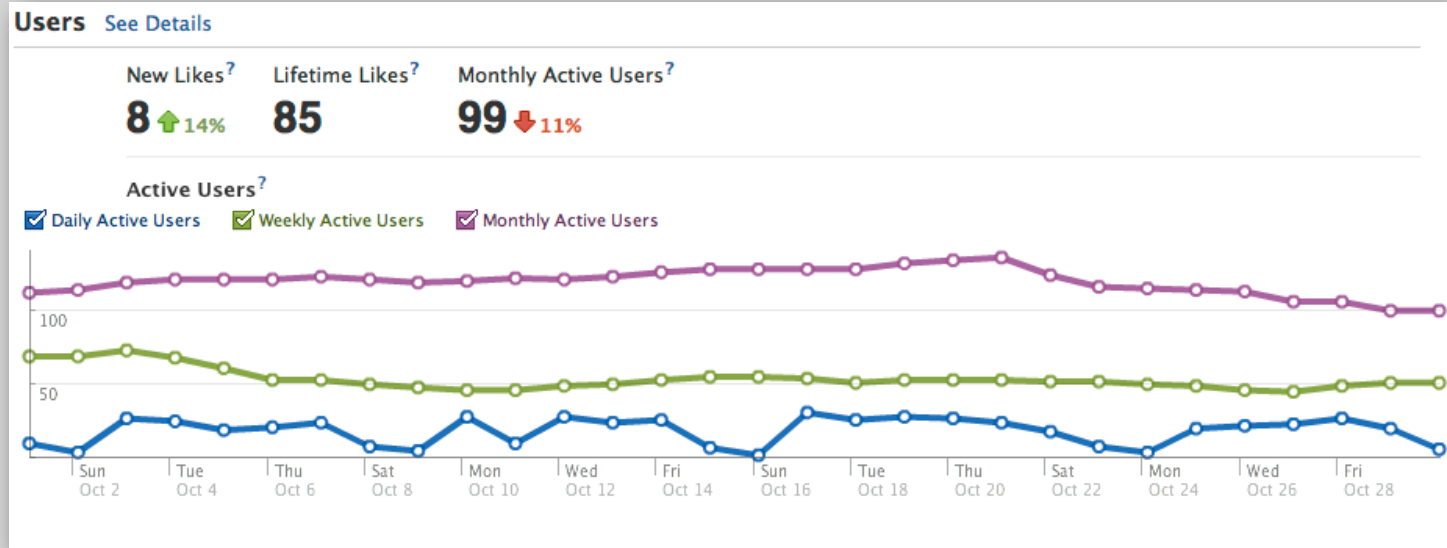
1.	master remodelers	82	2.62
2.	master remodelers pittsburgh	17	5.18
3.	pittsburgh kitchen remodeling	14	3.64
4.	master remodelers pittsburgh reviews	10	3.60
5.	regis mcquaide	8	3.75
6.	master remodelers inc	7	6.00
7.	remodelers	7	4.43
8.	home remodeling pittsburgh	6	9.33
9.	kitchen remodelers in pittsburgh	3	4.00
10.	kitchen remodeling pittsburgh	3	2.00

# Master Remodelers Facebook Page activity: October 2011

New "Likes" this month  
Total lifetime "Likes"

Types of users

Total views this month

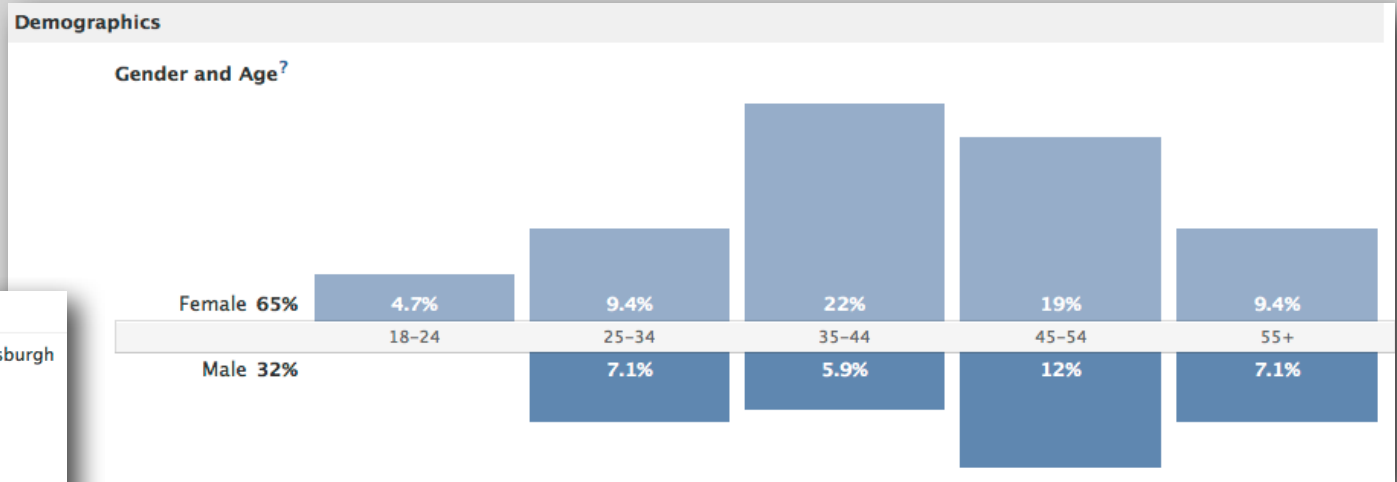


Summary data	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec
Page lifetime "likes"	37	50	57	58	65	67	68	71	78	<b>85</b>		
Page new "likes"	9	19	8	-2	8	1	2	4	7	<b>8</b>		
Monthly active users	38	57	84	64	65	70	62	60	110	<b>99</b>		
Post Views	1,601	6,524	6,247	3,501	2,420	2,454	1,946	2,918	4,468	<b>5,267</b>		
# of monthly posts	5	16	41	41	24	22	23	25	30	<b>37</b>		

## Who are they?

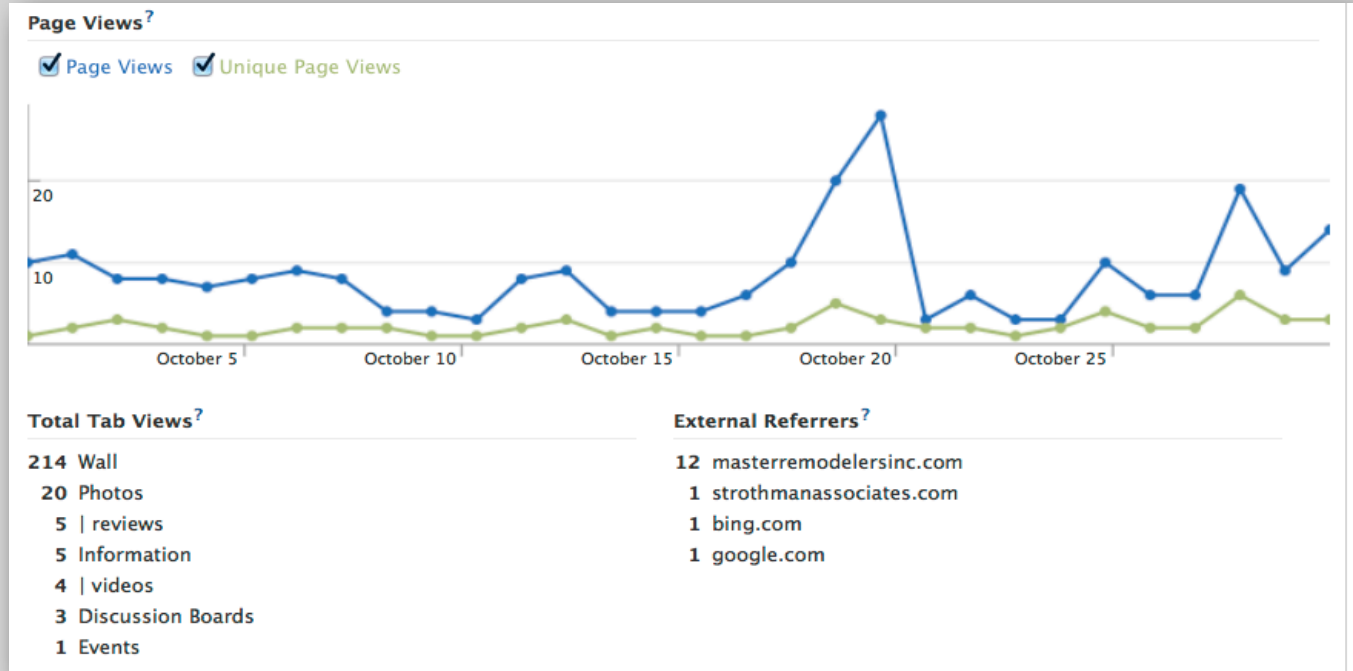
Gender, Age, Location info for this month

Countries?	Cities?
78 United States	42 Pittsburgh
1 Netherlands	
1 Brazil	
1 Serbia	
1 Turkey	
1 United Kingdom	



What are visitors looking at on our Facebook page?  
 (“Tab Views”)

How did they get to our Facebook page?  
 (“External Referrers”)



What were the most popular posts this month, based on “impressions” during the month?

### Page Posts?

Message	Posted	Impressions ▼	Feedback
The LEED-Platinum GO Home in Belfast, Maine, has been named...	October 19 at 10:17am	284	0.35 %
Many choices for your BATHROOM counter tops and sinks here.	October 17 at 1:29pm	280	0.36 %
Vessel SINKS are all the rage these days.	October 18 at 1:16pm	190	0.53 %
Check out our NEW BLOG on our website	October 20 at 3:03pm	166	0 %
If you love lots of glass and have beautiful views, this...	October 25 at 1:25pm	139	0 %
Our website server is behaving today, in case you weren't...	October 22 at 11:40am	134	0 %
We are having problems at the moment with our website...	October 20 at 6:41pm	127	0 %
They turned a leaky 100-year old farmhouse into an...	October 21 at 4:11pm	118	0 %
Here's a stately remodel of and addition to a classic...	October 27 at 10:53am	114	0.88 %
Lighting is all important in a kitchen remodel. Here are...	October 27 at 10:49am	110	0 %

## Master Remodelers Facebook Ad campaign activity: October 2011

Since September 26 we've launched 6 ads. Five "push" people to the MR website; one pushes people to MR Facebook.

As of November 1... 18,400+ unique individuals have been exposed to all of the ads ("Reach"). The ads have appeared 200,641 times ("Impressions"). Two ads are performing, see **red boxes** It has also produced **23 clicks to the Facebook page** and **25 clicks to the website Portfolio page** at a total of \$49.52.

<b>200,641</b> Impressions <b>48</b> Clicks <b>6</b> Connections <b>0.024%</b> CTR <b>\$49.52</b> Spent <b>\$0.25</b> CPM <b>\$1.03</b> CPC													
Date Range ?	Campaign ?	Ad Name	Impressions ?	Social Impressions ?	Social % ?	Clicks ?	Social Clicks ?	CTR ?	Social CTR ?	CPC ?	CPM ?	Spent ?	Co
Lifetime	MR-Facebook driver ad	MR Facebook push	82,675	10,088	12.20%	23	0	0.028%	0.000%	0.93	0.26	21.38	6
Lifetime	MR-Facebook driver ad	MR web portfolio push	5,476	0	0.00%	0	0	0.000%	0.000%	0	0	0.00	0
Lifetime	MR-Facebook driver ad	MR kitchen portfolio push	101,403	4,936	4.87%	25	1	0.025%	0.020%	1.13	0.28	28.14	0
Lifetime	MR-Facebook driver ad	The right contractor?	4,207	0	0.00%	0	0	0.000%	0.000%	0	0	0.00	0
Lifetime	MR-Facebook driver ad	CUT your winter heat bill	4,597	0	0.00%	0	0	0.000%	0.000%	0	0	0.00	0
Lifetime	MR-Facebook driver ad	4 KITCHEN REMODEL stories	2,283	0	0.00%	0	0	0.000%	0.000%	0	0	0.00	0

### The two performing ads

#### Award-winning kitchens masterremodelersinc.com



Looking for an award-winning, NKBA-certified kitchen "design & build" contractor? We've won 18 awards for kitchens, baths and additions

#### Master Remodelers



Get FREE remodeling TIPS and TRENDS weekly when you "Like" us on Facebook. Hook up today with an award-winning, savvy master remodeler.