

KPI overzicht - www.hoteldenhaag.nl

Report date: 25-04-2011 - 22-05-2011

	Period 5 2010 26-04-2010 / 23-05-2010	Period 4 2011 28-03-2011 / 24-04-2011	Period 5 2011 25-04-2011 / 22-05-2011	Trend
User facts				
New visitors	65.15% (4031)	76.2% (4112)	73.22% (3238)	↑ ↓
Absolute unique visitors	4457 (72.04%)	4471 (82.86%)	3521 (79.62%)	↓ ↓
Total visits	6187	5396	4422	↓ ↓
Average pageviews	5.07 (pages/visit)	5.07 (pages/visit)	4.95 (pages/visit)	↓ ↓
Bounce rate	29.71%	27.19%	32.79%	↑ ↑
Stickyness Percent	100%	76.46%	72.14%	↓ ↓
Top 3 referrals	valk.com (464) evd.nl (46) valkexclusief.nl (20)	valk.com (482) hoteldenhaag.nl (29) google.nl (23)	valk.com (501) hoteldenhaag.nl (36) google.nl (33)	
Top 5 sources	google (2774) (direct) (2588) valk.com (464) evd.nl (46) bing (27)	google (2787) (direct) (1845) valk.com (482) hoteldenhaag.nl (29) bing (23)	(direct) (1886) google (1684) valk.com (501) hoteldenhaag.nl (36) google.nl (33)	
Top 5 countries and provinces	Netherlands (3741) Zuid-Holland (1711) Noord-Holland (553) Utrecht (352) Gelderland (281) Noord-Brabant (278) Germany (179) Nordrhein-Westfalen (82) Bayern (33) Hessen (19) Baden-Württemberg (13) Niedersachsen (10) Belgium (145) Antwerp (51) Brussels (28) East Flanders (21) Flemish Brabant (19) West Flanders (13) United Kingdom (112) England (102) Scotland (9) Northern Ireland (1) United States (39) California (8) Michigan (4) Florida (3) New Jersey (3) Virginia (3)	Netherlands (3855) Zuid-Holland (2045) Noord-Holland (432) Gelderland (305) Noord-Brabant (274) Utrecht (248) Germany (144) Nordrhein-Westfalen (78) Hessen (25) Bayern (15) Baden-Württemberg (9) Niedersachsen (5) Belgium (110) Antwerp (43) East Flanders (26) Limburg (14) Brussels (13) West Flanders (9) United Kingdom (99) England (85) Scotland (9) Wales (3) United States (60) Missouri (6) Texas (6) California (5) New Jersey (4) New York (4)	Netherlands (3041) Zuid-Holland (1562) Noord-Holland (355) Gelderland (220) Utrecht (220) Noord-Brabant (206) Germany (101) Nordrhein-Westfalen (41) Bayern (16) Hessen (14) Baden-Württemberg (11) Rheinland-Pfalz (7) United Kingdom (88) England (65) Scotland (4) Belgium (75) East Flanders (25) Antwerp (23) Flemish Brabant (10) West Flanders (8) Brussels (7) United States (54) California (13) Missouri (6) Texas (6) Oregon (3) Ohio (2)	
Visitors from social networks (Facebook, Twitter, Youtube, Hyves)	facebook (1) twitter (0) youtube (0) hyves (4)	facebook (1) twitter (1) youtube (0) hyves (2)	facebook (2) twitter (4) youtube (0) hyves (0)	
Zoover			9.0 (128)	
Website - content				
Top 3 most visited pages	/nl/ (6721) /nl/kamers/defa (3043) /nl/arrangement (2655)	/ (5881) /nl/kamers.aspx (2274) /nl/arrangement (2111)	/ (4555) /nl/kamers.aspx (1804) /nl/arrangement (1557)	
Top 3 exit pages	/nl/ (2232) /nl/routeomgevi (429) /nl/kamers/luxe (385)	/ (1650) /nl/contact/con (489) /nl/route/route (403)	/ (1445) /nl/route/route (332) /nl/faciliteite (285)	