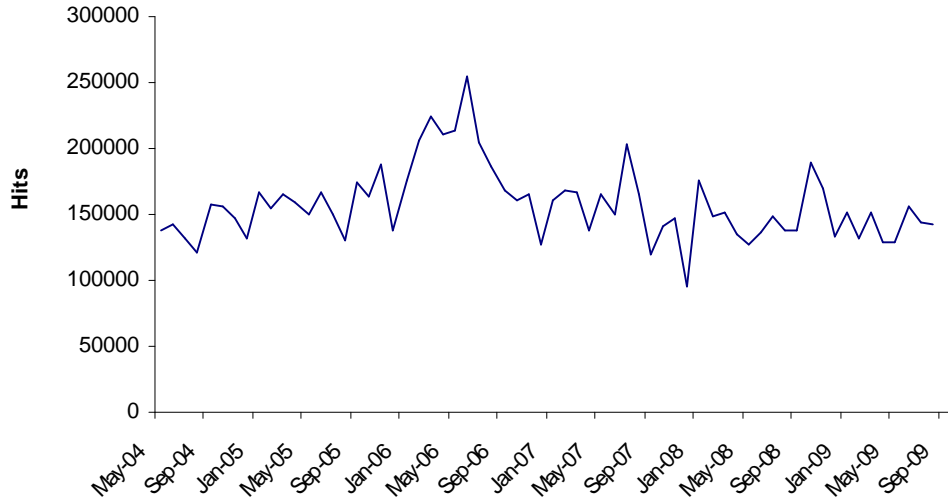


## FoodEast website report – August 2009

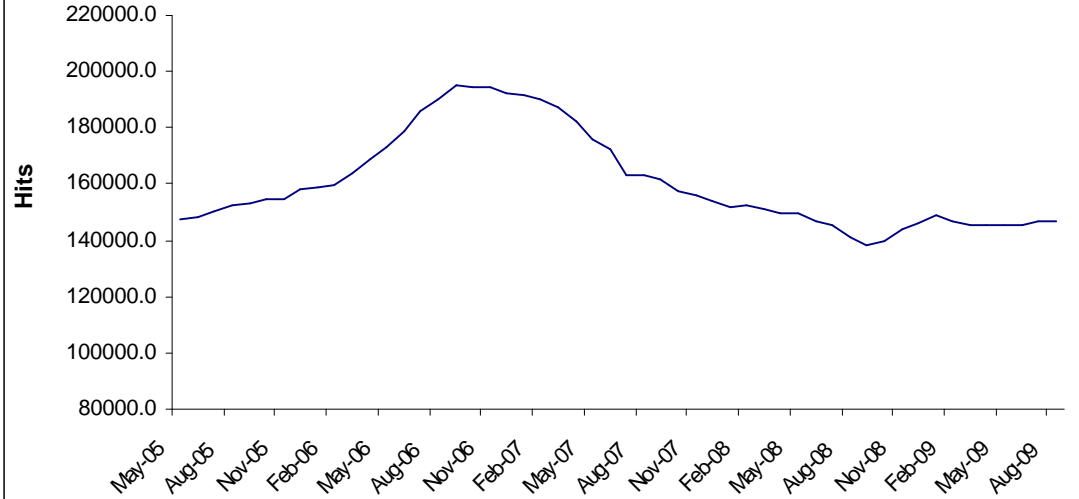
### Website performance measures

- A key measure of website usage is average daily page views on the site. There were 2440 views per business day on the FoodEast website in August. The August figure represents an increase of 15.97% on the July 2009 figure, and an increase of 45.75% compared to August 2008.
- The site recorded 14108 visitors in August, an increase of 34.66% on July 2009, and an increase of 46.94% year on year. There were 2538 unique visitors in August – a 0.7% increase on July 2009 and a decrease of 15.82% on August 2008.
- 53.9% of visits to the FoodEast website are between 7.00 am and 6.00 pm. The most popular hour for visiting is between 12.00pm and 1.00pm (5.8% of total visits), followed by 3.00pm to 4.00am (5.7% of total visits).
- 506 people visit the website via a web search engine query. 433 of those visitors used the Google search engine and 68 via the Yahoo search engine.
- The average visitor spent 9.44 minutes on the site per visit.
- The site had 20 new visitor registrations in August and received 11 requests to be removed from the email list. This is a net gain of 9 e-mail addresses to the e-mail list. 2 visitors posted new details or amended existing entries in the Address Book. 11 new events for the events page were submitted via the website in August.
- There were 52 news stories placed on the news page in August. The total number of news stories on the site as of 31 August 2009 is 6921.
- The FoodEast address book now has 5380 entries.
- Email notifications are sent out to over 2359 different recipients using the FoodEast email database (a subset of the address book), three times a week (with some variation at holiday periods).
- There are a total of 11 job vacancies currently advertised on the site. 85 visitors viewed at least one vacancy during July.
- 37 new technology offers were added to the Technology Transfer section in August. 1950 offers and requests have been placed on the site since the service began in November 2003.

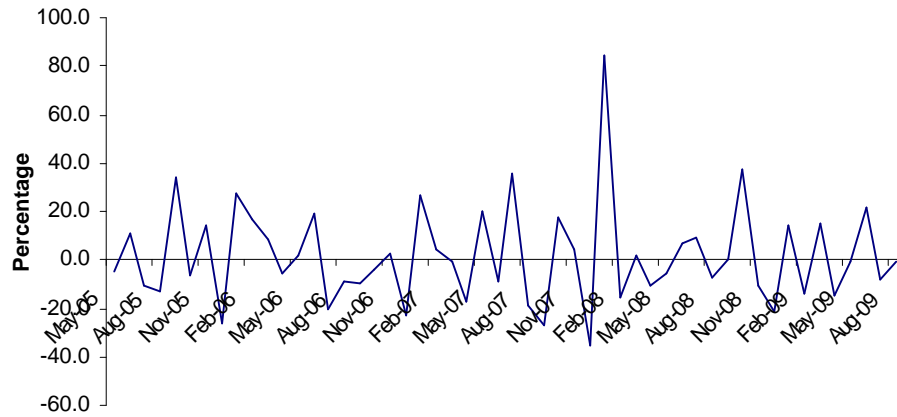
**FoodEast website Total Hits**



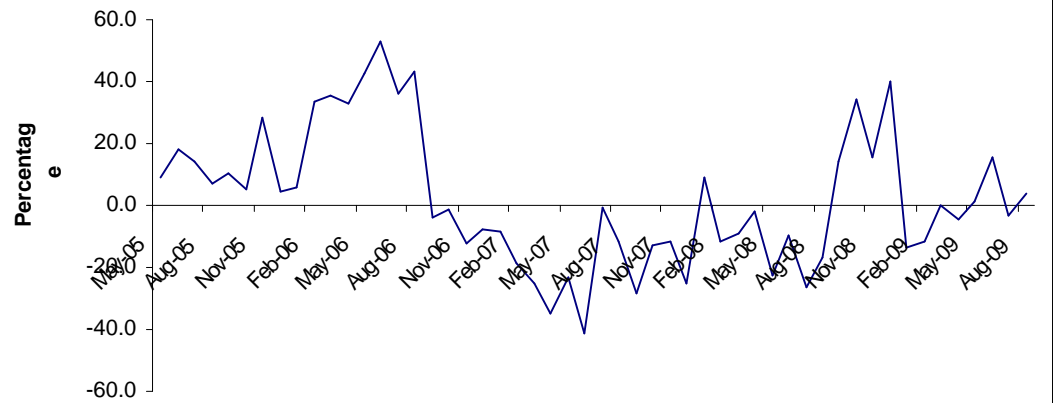
**Monthly Moving Average of Total Hits**



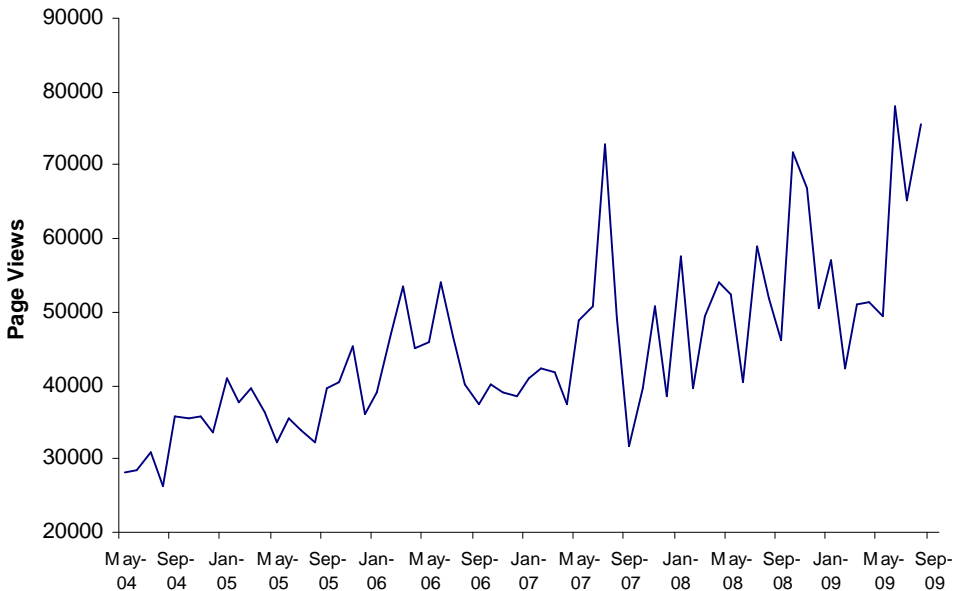
**Percentage Change in Total Hits from the Previous Month**



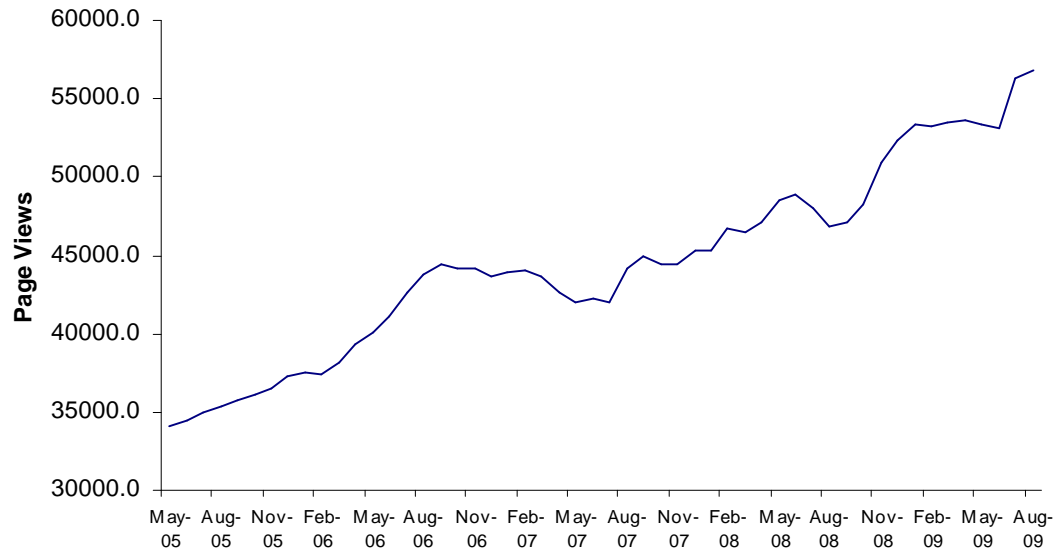
**Percentage Change in Total Hits from the Previous Year**



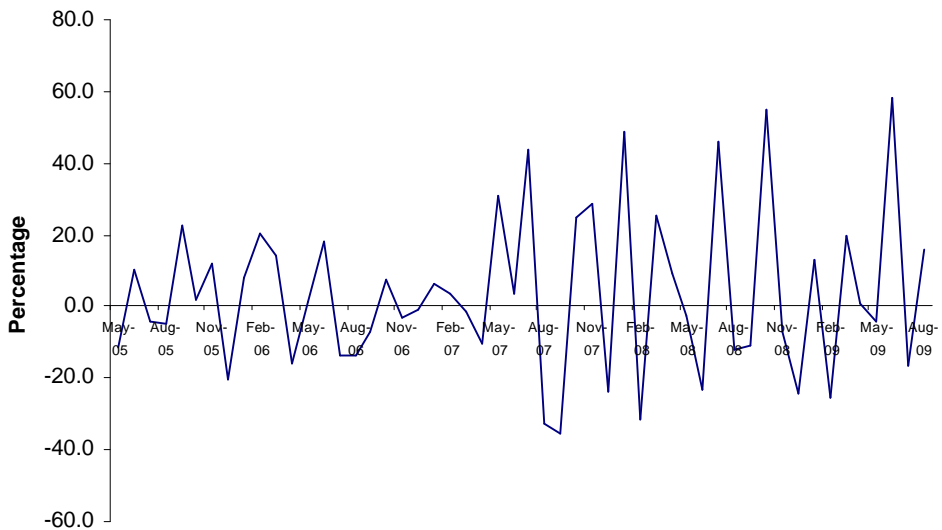
**FoodEast website Total Page Views**



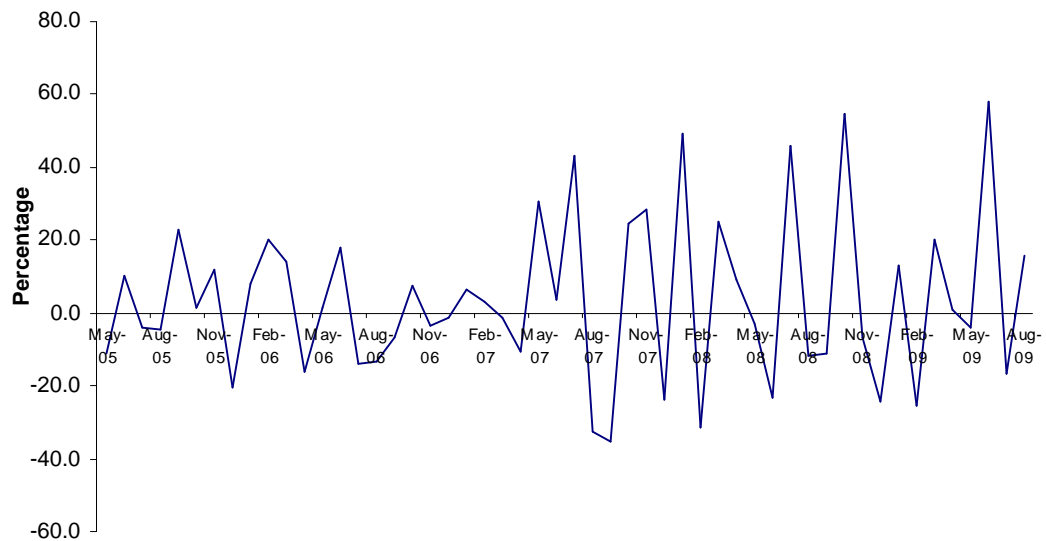
**Monthly Moving Average of Page Views**



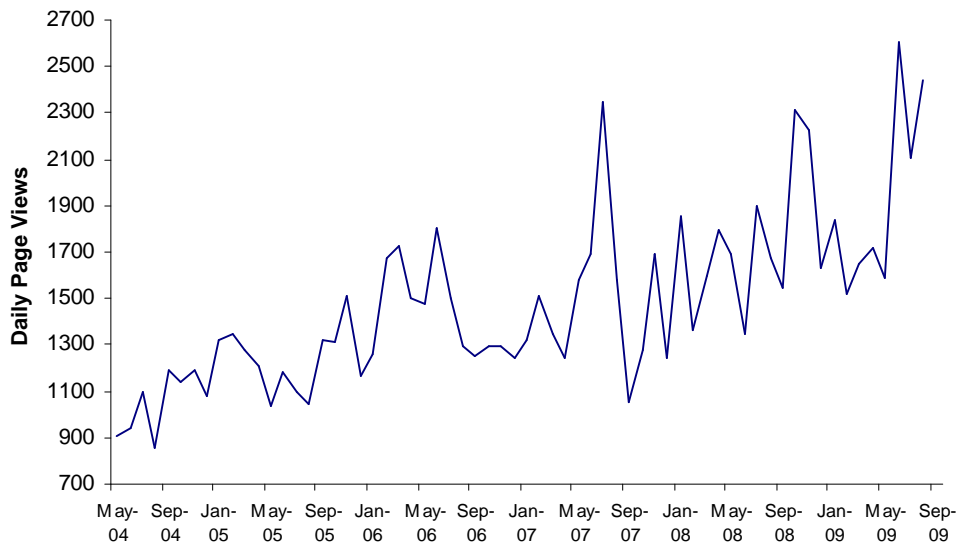
**Percentage Change in Total Page Views from Previous Month**



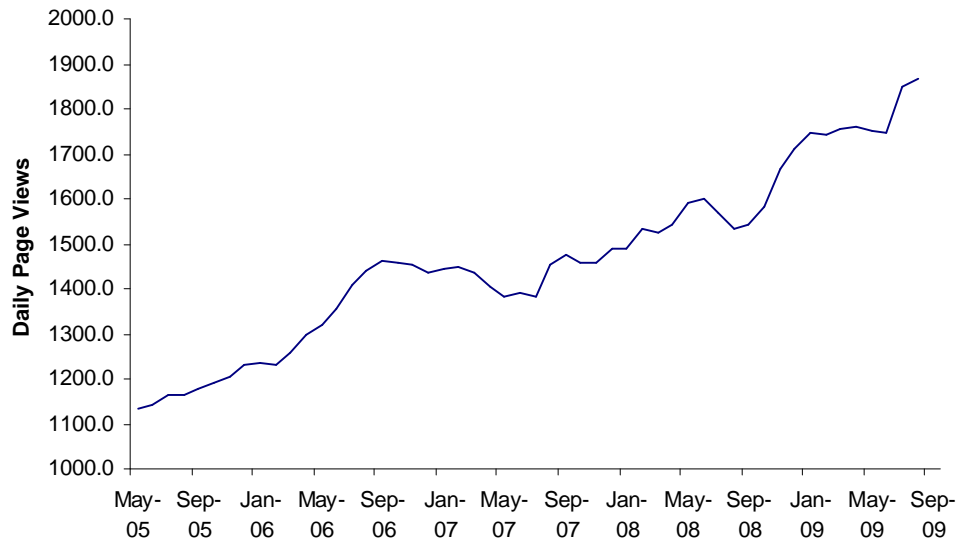
**Percentage Change in Total Page Views from Previous Year**



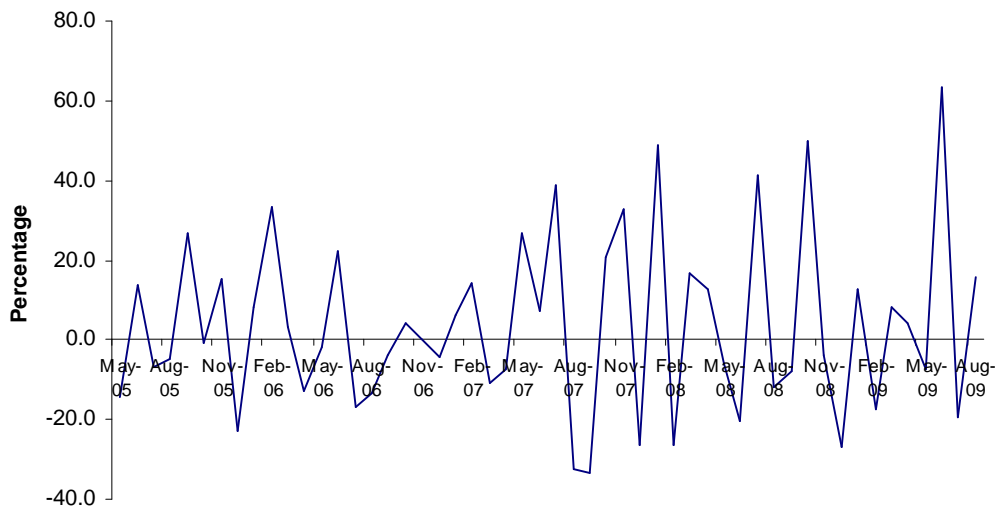
**FoodEast website Total Daily Page Views**



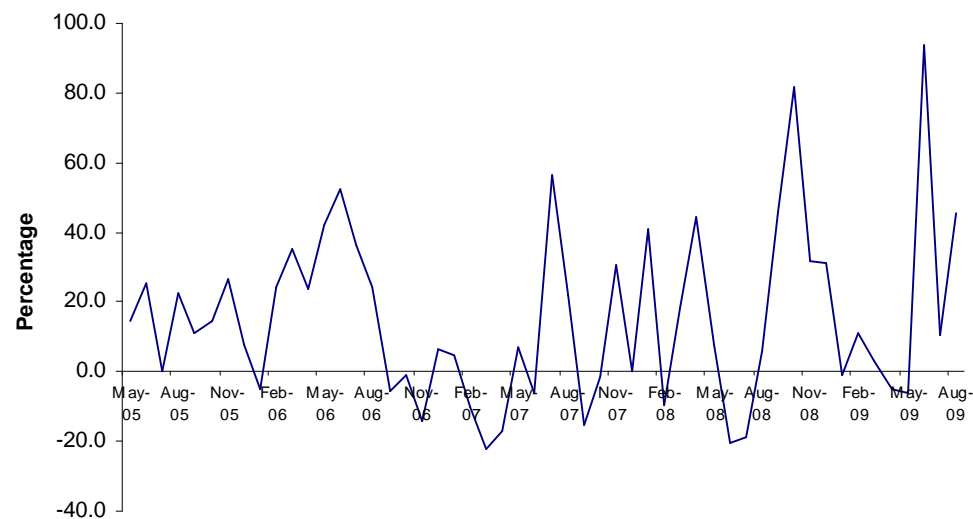
**Monthly Moving Average of Total Daily Page Views**



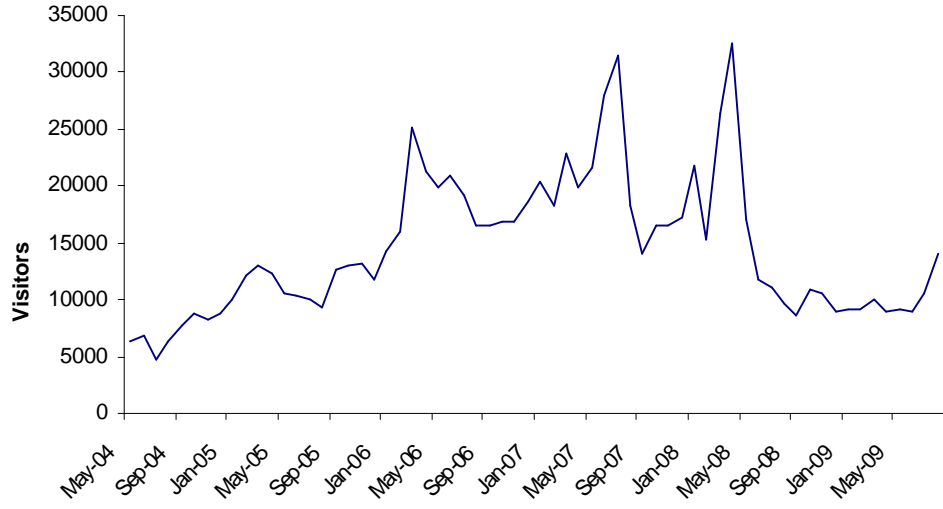
**Percentage Change in Total Daily Page Views from Previous Month**



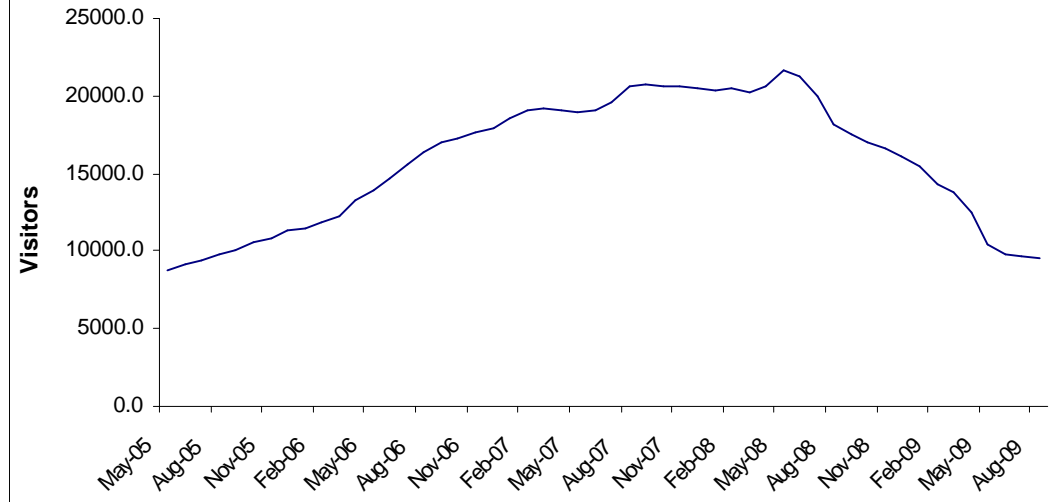
**Percentage Change in Total Daily Page Views from Previous Year**



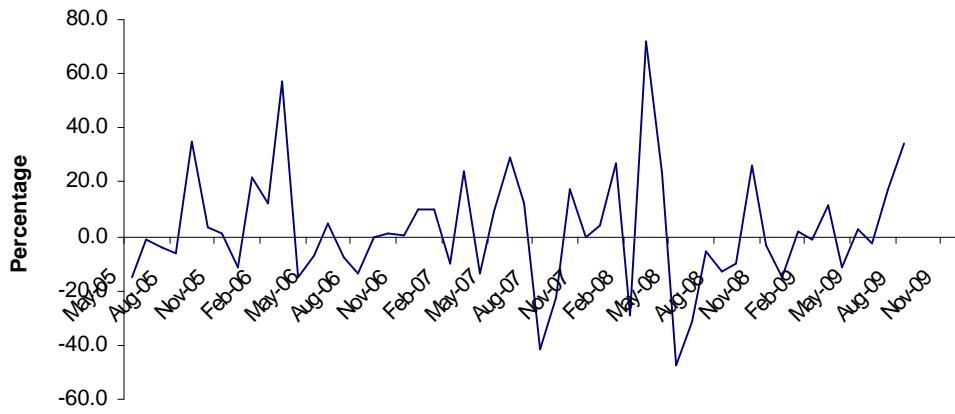
**FoodEast website Total Visitors**



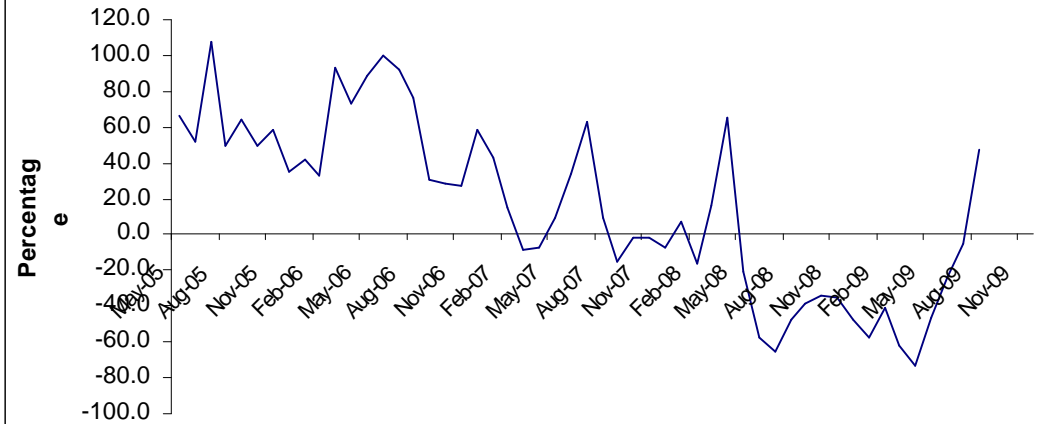
**Monthly Moving Average of Visitors**



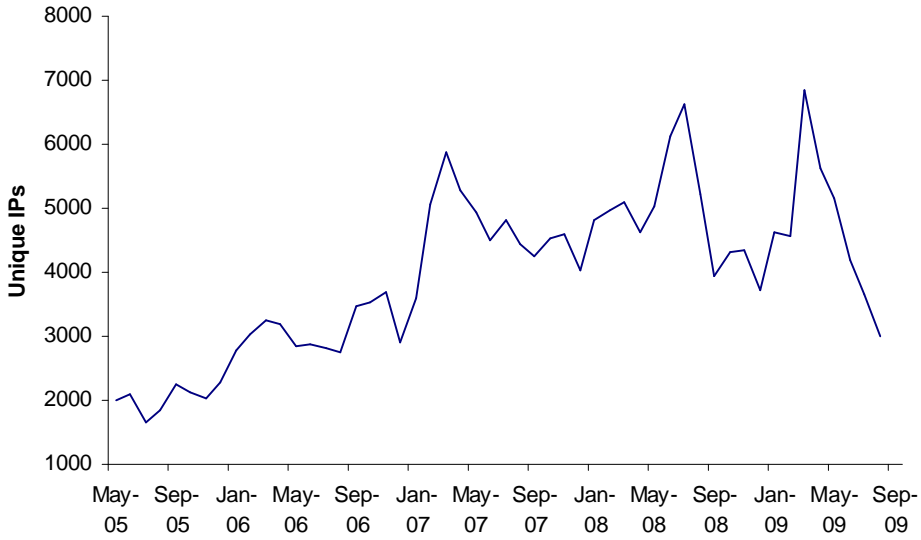
**Percentage Change in Total Visitors from Previous Month**



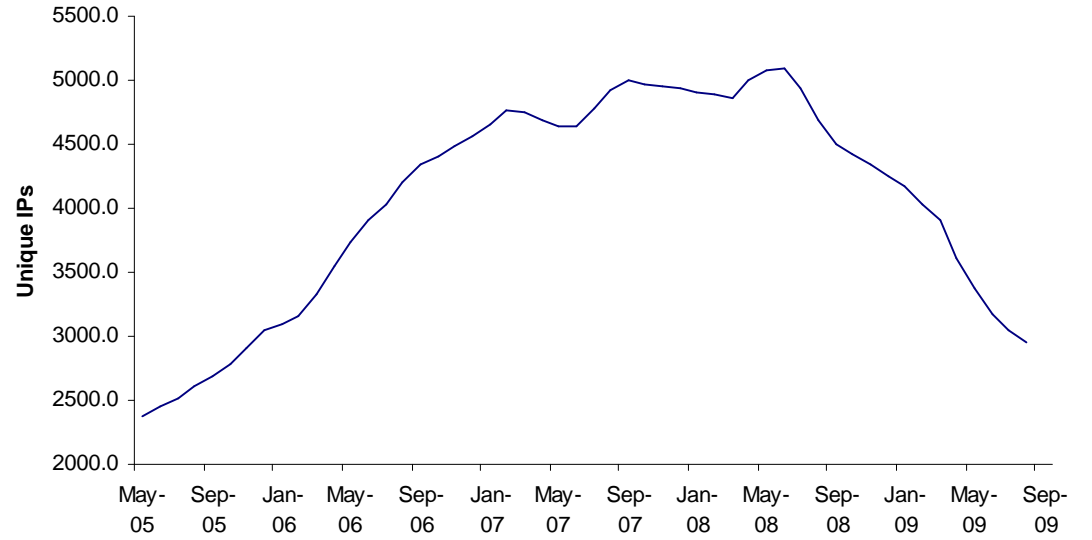
**Percentage Change in Total Visitors from Previous Year**



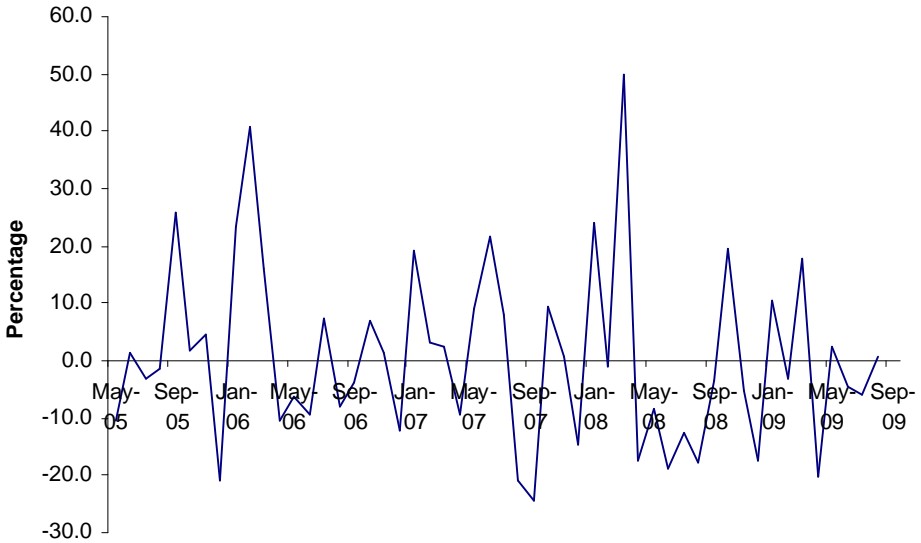
**FoodEast website Total Unique IPs**



**Monthly Moving Average of Total Unique IPs**



**Percentage Change in Total Unique IPs from Previous Month**



**Percentage Change in Unique IPs from Previous Year**

