

# Traffic

## Website Visitors

**19k** Unique visitors in the last month

**141k** Unique visitors in the last year

**276k** Visitors in the last year

**500k** Page views in the last year

**70%** Bounce rate

## About Bounce Rate

Google Analytics Benchmark Averages (02/2012)

40-60% Content websites

30-50% Lead generation sites

70-98% Blogs

20-40% Retail sites

10-30% Service sites

70-90% Landing pages

## New vs Returning Visitors

**138k** New

**138k** Returning

# Traffic

## Website Traffic

### Visits in the Last Year



### Visits in the Last Month by Week

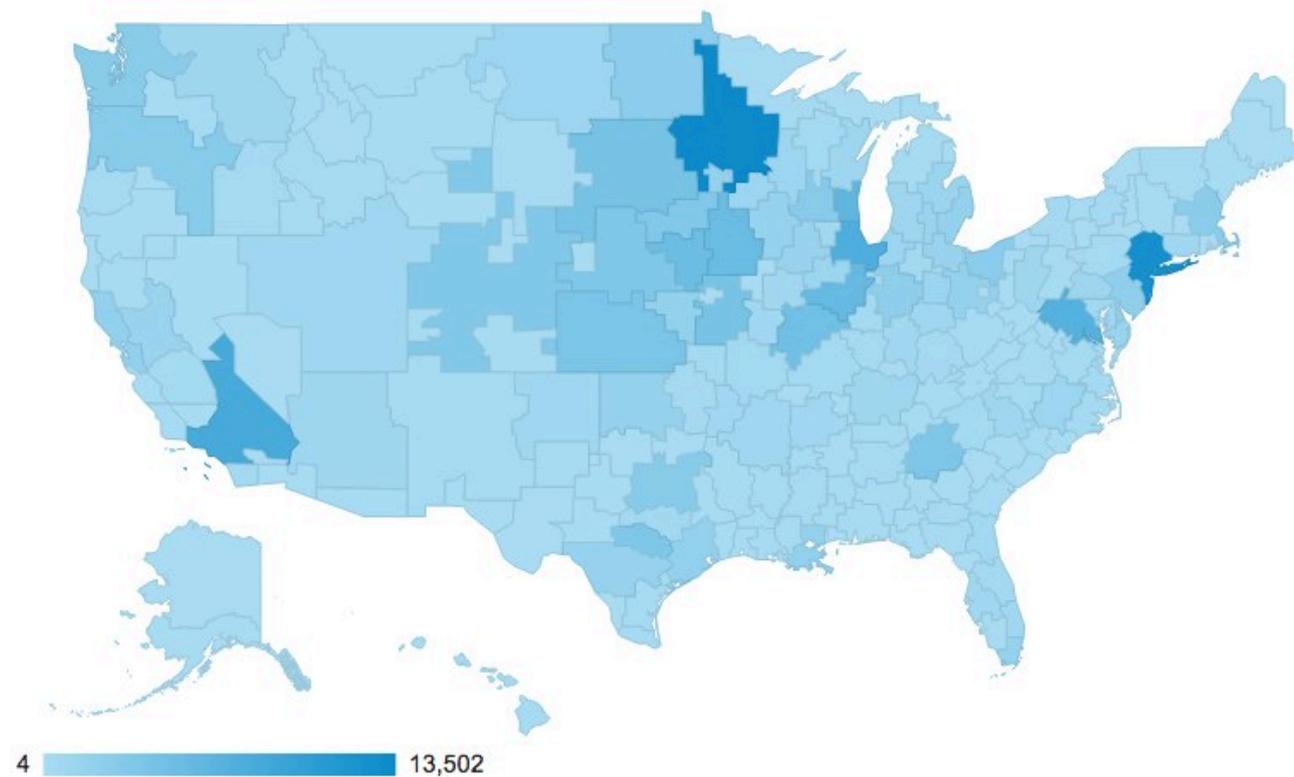


### Visits in the Last Month by Hour



# Traffic

## Visitors by Region



## Top Locations

- Minneapolis-St Paul
- New York
- Not Set
- Los Angeles
- Chicago

# Traffic

## Content

### Top Sources

Feed and Grain Industry Watch  
Direct  
Organic Search

### Top Pages

/home  
/directory  
/topics  
/latest-news  
/media-center  
/events-calendar

### Top Directories

/news  
/product  
/article  
/directory  
/home

## Visitor Flow

### Top Starting Pages

/news  
/home  
/product  
/article  
/company

### Visitor Flow Starting Page

/news  
/home  
/product  
/article  
/company

### Visitor Flow 1st Interaction

/product  
/home  
/news  
/topics  
/directory

### Visitor Flow 2nd Interaction

/product  
/home  
/news  
/company  
/directory/search

# Technology

## Platform

### Top Browser

60% Internet Explorer  
37% Chrome / FF / Safari  
3% Android / Opera / Etc

### Technology

245k desktop  
30k mobile / tablet  
\* about 11% of traffic is on mobile

# The Long Tail

1. (not provided)	21. <a href="#">essmueller australia</a>	41. <a href="#">grain journal magazine</a>	61. <a href="#">grain origination definition</a>
2. <a href="#">feed and grain</a>	22. <a href="#">grain originator</a>	42. <a href="#">sudenga</a>	62. <a href="#">break even analysis in decision making</a>
3. <a href="#">feed and grain magazine</a>	23. <a href="#">fortune 500 agriculture companies</a>	43. <a href="#">grain sampler</a>	63. <a href="#">break even analysis in managerial decision making</a>
4. <a href="#">11 miles of mississippi river shut down</a>	24. <a href="#">titan grain bins</a>	44. <a href="#">how break even analysis helps in decision making</a>	64. <a href="#">columbia farms feed mill comer ga</a>
5. <a href="#">automatic grain samplers</a>	25. <a href="#">mitt romney portrait</a>	45. <a href="#">bulk feed bodies</a>	65. <a href="#">grain flow meter</a>
6. <a href="#">feed &amp; grain magazine</a>	26. <a href="#">andritz sprout</a>	46. <a href="#">law grain dryers</a>	66. <a href="#">grain slide gates</a>
7. <a href="#">feed &amp; grain</a>	27. <a href="#">grain and feed</a>	47. <a href="#">lee farms excavating</a>	67. <a href="#">uses of break even analysis in business</a>
8. <a href="#">feedandgrain.com</a>	28. <a href="#">feed mill equipment</a>	48. <a href="#">adair grain west tx</a>	68. <a href="#">beta raven</a>
9. <a href="#">www.feedandgrain.com</a>	29. <a href="#">grain accounting</a>	49. <a href="#">openlink agribusiness solutions group</a>	69. <a href="#">feed mill haccp plan</a>
10. <a href="#">feed magazine</a>	30. <a href="#">grain probe sampler</a>	50. <a href="#">bullseye grain monitor</a>	70. <a href="#">grain magnets</a>
11. <a href="#">importance of break even analysis in business decisions</a>	31. <a href="#">feed grain</a>	51. <a href="#">feed bagging systems</a>	71. <a href="#">grain probe</a>
12. <a href="#">grain magazine</a>	32. <a href="#">jem international</a>	52. <a href="#">feed mixing equipment</a>	72. <a href="#">grain spouting</a>
13. <a href="#">grain origination</a>	33. <a href="#">law dryers</a>	53. <a href="#">landers machine company</a>	73. <a href="#">mississippi river shut down</a>
14. <a href="#">bagging equipment</a>	34. <a href="#">pellet durability tester</a>	54. <a href="#">law marot grain dryer</a>	74. <a href="#">riley grain legs</a>
15. <a href="#">bin whip</a>	35. <a href="#">grain bagging equipment</a>	55. <a href="#">uses of financial leverage</a>	75. <a href="#">usefulness of break even analysis in decision making</a>
16. <a href="#">adair grain</a>	36. <a href="#">central life sciences</a>	56. <a href="#">dean warras</a>	76. <a href="#">centynal</a>
17. <a href="#">feed industry magazine</a>	37. <a href="#">seedburo</a>	57. <a href="#">law marot cleaner</a>	77. <a href="#">essmueller</a>
18. <a href="#">feed bagging equipment</a>	38. <a href="#">grain sampling equipment</a>	58. <a href="#">lemar industries</a>	78. <a href="#">feed mill design</a>
19. <a href="#">uses of break even analysis in decision making</a>	39. <a href="#">first union rail</a>	59. <a href="#">fertilizer futures</a>	79. <a href="#">grain bin vibrator</a>
20. <a href="#">columbia tech tank</a>	40. <a href="#">grain and feed magazine</a>	60. <a href="#">grain feed</a>	80. <a href="#">jackie roembke</a>

# The Long Tail

510.	grain elevator buckets	7
511.	grain elevator safety topics	7
512.	grain feed mixer	7
513.	grain flow retarder	7
514.	grain leg support cables	7
515.	grain mark to market	7
516.	grain pellet mill	7
517.	grain reclaim	7
518.	grain spouting accessories	7
519.	grain traceability	7
520.	haccp feed manufacturing	7

20010.	key mat bag closers	1
20011.	key mat equipment	1
20012.	key performance index kpi	1
20013.	key performance indicator in feed mill	1
20014.	key-mat equipment company	1
20015.	key-mat equipment company inc	1
20016.	keynote speech addressed to student leaders	1
20017.	keys to a good break even	1
20018.	keystone chicken farms	1
20019.	keystone farms chicken	1
20020.	keystone farms poultry	1

# Audience

## Questions

Who is the typical reader?

What's their title?

Where are they located?

What's the most important thing they're looking for?

What else are they looking for?

Do they engage? Do they connect? Do they come back?

How could their experience be improved?

Who is the typical advertiser?

What's their title?

Where are they located?

Who are they looking to reach?

What's the top message they're trying to push?

Is it working? Could it work better?

What's their current return on investment?

# Advertisers



Return Advertiser



New Advertiser



Sponsor / Top Client



Manufacturer



Publisher



Retailer



Service Provider



Consultant



Supplier



Builder



Financial Services



Association



Insurer



Wholesaler



Solution Provider

# Readers



Farmer



Rancher



Return Reader



New Reader



Single Time Visitor



Farm Family Member



Decision Maker



Purchaser



Product Researcher



News Researcher



Producer



Executive

# Staff



Editor



Writer



Sales



Principal

# Competitors



Publication Owner



Publication Staff



Tangential Industry



Ag Professor



Ag Student



Government



Union

