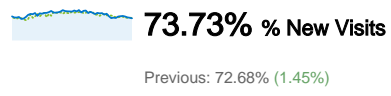
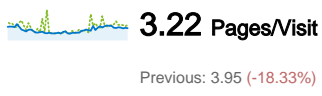
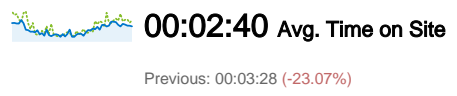
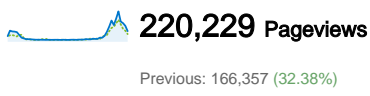
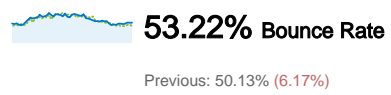
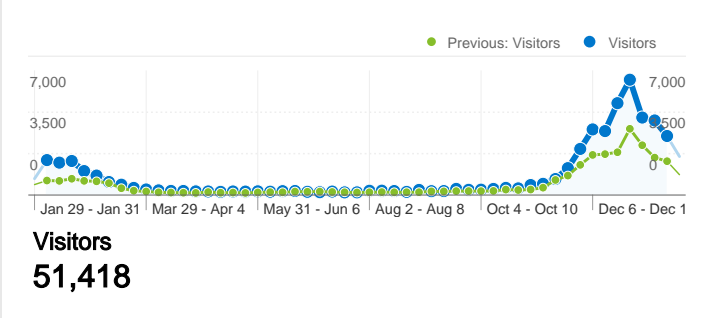


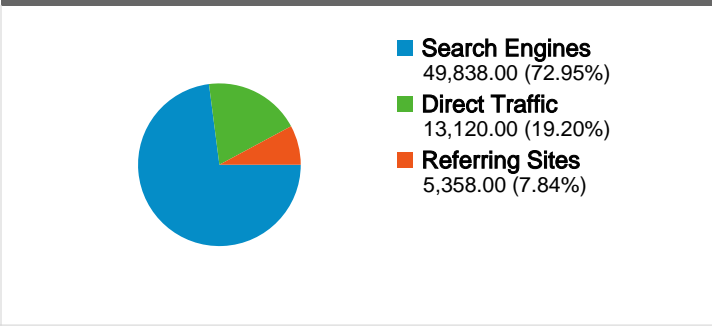
Site Usage



Visitors Overview



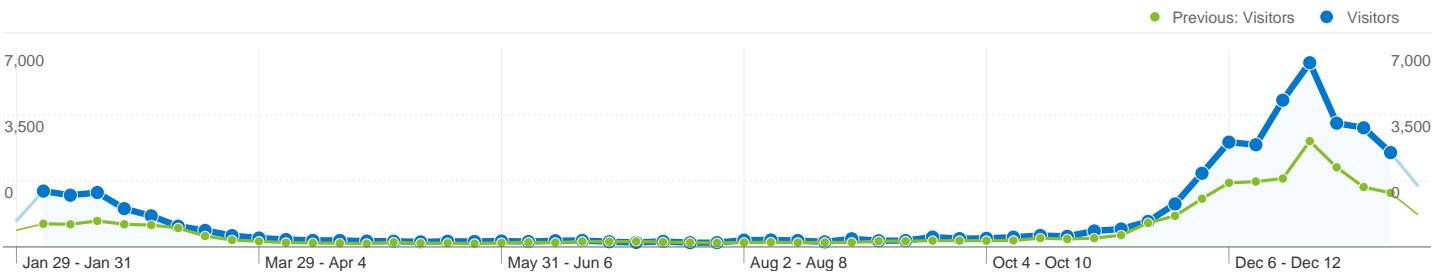
Traffic Sources Overview



Content by Title

Page Title	Pageviews	% visits
City Rinks Toronto City Rinks (Home) / City Rinks Toronto		
Jan 29, 2009 - Jan 29, 2010	24,400	11.08%
Jan 29, 2008 - Jan 28, 2009	16,231	9.76%
% Change	50.33%	13.56%
City Rinks Toronto City Rinks Details / Rinks List		
Jan 29, 2009 - Jan 29, 2010	20,213	9.18%
Jan 29, 2008 - Jan 28, 2009	15,216	9.15%
% Change	32.84%	0.35%
City Rinks Toronto City Hall Rink/Nathan Phillips Square / City		
Jan 29, 2009 - Jan 29, 2010	20,160	9.15%
Jan 29, 2008 - Jan 28, 2009	6,721	4.04%
% Change	199.96%	126.58%
City Rinks Toronto Dufferin Rink / Dufferin Park Rink Main Page		
Jan 29, 2009 - Jan 29, 2010	5,036	2.29%
Jan 29, 2008 - Jan 28, 2009	3,724	2.24%
% Change	35.23%	2.15%
City Rinks Toronto Ramsden Rink / Ramsden Rink Main Page		

Jan 29, 2009 - Jan 29, 2010	4,538	2.06%
Jan 29, 2008 - Jan 28, 2009	2,786	1.67%
% Change	62.89%	23.04%



51,418 people visited this site

68,316 Visits
Previous: 42,148 (62.09%)

51,418 Absolute Unique Visitors
Previous: 31,053 (65.58%)

220,229 Pageviews
Previous: 166,357 (32.38%)

3.22 Average Pageviews
Previous: 3.95 (-18.33%)

00:02:40 Time on Site
Previous: 00:03:28 (-23.07%)

53.22% Bounce Rate
Previous: 50.13% (6.17%)

73.73% New Visits
Previous: 72.68% (1.45%)

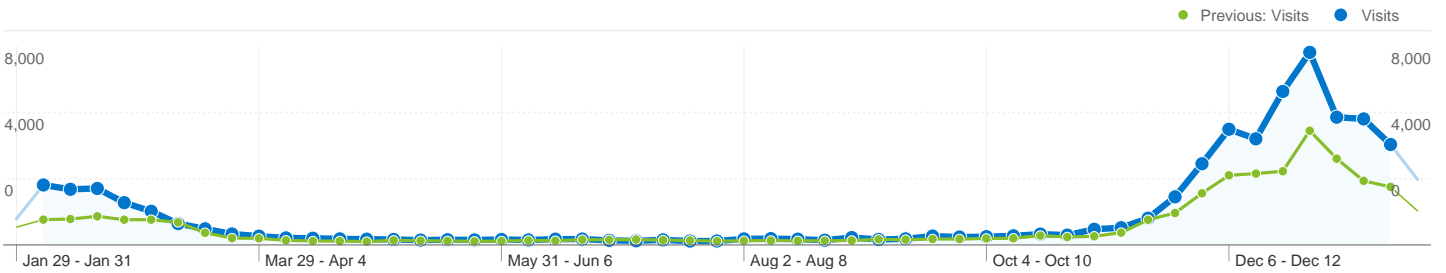
Technical Profile

Browser	Visits	% visits
Internet Explorer		
Jan 29, 2009 - Jan 29, 2010	33,304	48.75%
Jan 29, 2008 - Jan 28, 2009	22,657	53.76%
% Change	46.99%	-9.31%
Firefox		
Jan 29, 2009 - Jan 29, 2010	21,680	31.73%
Jan 29, 2008 - Jan 28, 2009	14,379	34.12%
% Change	50.78%	-6.98%

Connection Speed	Visits	% visits
Cable		
Jan 29, 2009 - Jan 29, 2010	33,026	48.34%
Jan 29, 2008 - Jan 28, 2009	19,721	46.79%
% Change	67.47%	3.32%
DSL		
Jan 29, 2009 - Jan 29, 2010	20,069	29.38%
Jan 29, 2008 - Jan 28, 2009	13,059	30.98%
% Change	53.68%	-5.19%

Safari		
Jan 29, 2009 - Jan 29, 2010	9,429	13.80%
Jan 29, 2008 - Jan 28, 2009	4,073	9.66%
% Change	131.50%	42.83%
Chrome		
Jan 29, 2009 - Jan 29, 2010	3,077	4.50%
Jan 29, 2008 - Jan 28, 2009	630	1.49%
% Change	388.41%	201.33%
Opera		
Jan 29, 2009 - Jan 29, 2010	306	0.45%
Jan 29, 2008 - Jan 28, 2009	175	0.42%
% Change	74.86%	7.88%

Unknown		
Jan 29, 2009 - Jan 29, 2010	9,243	13.53%
Jan 29, 2008 - Jan 28, 2009	6,197	14.70%
% Change	49.15%	-7.98%
T1		
Jan 29, 2009 - Jan 29, 2010	5,133	7.51%
Jan 29, 2008 - Jan 28, 2009	2,448	5.81%
% Change	109.68%	29.36%
Dialup		
Jan 29, 2009 - Jan 29, 2010	753	1.10%
Jan 29, 2008 - Jan 28, 2009	660	1.57%
% Change	14.09%	-29.61%



All traffic sources sent a total of 68,316 visits

19.20% Direct Traffic

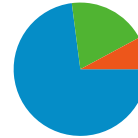
Previous: 17.66% (8.75%)

7.84% Referring Sites

Previous: 10.72% (-26.83%)

72.95% Search Engines

Previous: 71.62% (1.86%)



- **Search Engines**
49,838.00 (72.95%)
- **Direct Traffic**
13,120.00 (19.20%)
- **Referring Sites**
5,358.00 (7.84%)

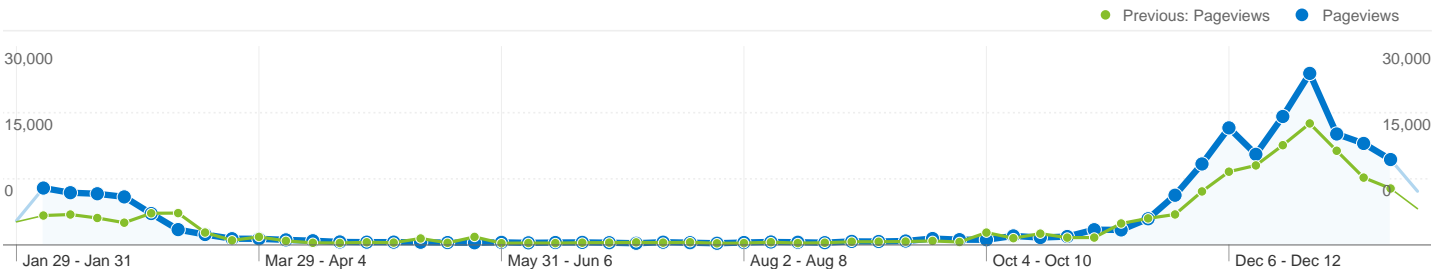
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Jan 29, 2009 - Jan 29, 2010	48,012	70.28%
Jan 29, 2008 - Jan 28, 2009	28,974	68.74%
% Change	65.71%	2.23%
(direct) ((none))		
Jan 29, 2009 - Jan 29, 2010	13,120	19.20%
Jan 29, 2008 - Jan 28, 2009	7,443	17.66%
% Change	76.27%	8.75%
wallaceemerson.ca (referral)		
Jan 29, 2009 - Jan 29, 2010	1,164	1.70%
Jan 29, 2008 - Jan 28, 2009	768	1.82%
% Change	51.56%	-6.49%
yahoo (organic)		
Jan 29, 2009 - Jan 29, 2010	1,006	1.47%
Jan 29, 2008 - Jan 28, 2009	984	2.33%
% Change	2.24%	-36.92%
dufferinpark.ca (referral)		

Keywords	Visits	% visits
nathan phillips square skating		
Jan 29, 2009 - Jan 29, 2010	3,044	6.11%
Jan 29, 2008 - Jan 28, 2009	363	1.20%
% Change	738.57%	407.89%
nathan phillips square skate rentals		
Jan 29, 2009 - Jan 29, 2010	679	1.36%
Jan 29, 2008 - Jan 28, 2009	46	0.15%
% Change	1,376.09%	794.01%
nathan phillips square skating rink		
Jan 29, 2009 - Jan 29, 2010	607	1.22%
Jan 29, 2008 - Jan 28, 2009	132	0.44%
% Change	359.85%	178.51%
nathan phillips square skating hours		
Jan 29, 2009 - Jan 29, 2010	558	1.12%
Jan 29, 2008 - Jan 28, 2009	18	0.06%
% Change	3,000.00%	1,777.55%
ramsdens park		

Jan 29, 2009 - Jan 29, 2010	625	0.91%
Jan 29, 2008 - Jan 28, 2009	922	2.19%
% Change	-32.21%	-58.18%

Jan 29, 2009 - Jan 29, 2010	534	1.07%
Jan 29, 2008 - Jan 28, 2009	246	0.81%
% Change	117.07%	31.47%



2,019 page titles were viewed a total of 220,229 times

Content Performance

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index							
<table border="0" style="width:100%; text-align:center;"> <tr> <td>Pageviews 220,229 Previous: 166,357 (32.38%)</td> <td>Unique Pageviews 163,279 Previous: 114,552 (42.54%)</td> <td>Avg. Time on Page 00:01:12 Previous: 00:01:11 (1.95%)</td> <td>Bounce Rate 53.22% Previous: 50.13% (6.17%)</td> <td>% Exit 31.02% Previous: 25.34% (22.44%)</td> <td>\$ Index \$0.00 Previous: \$0.00 (0.00%)</td> <td></td> </tr> </table>							Pageviews 220,229 Previous: 166,357 (32.38%)	Unique Pageviews 163,279 Previous: 114,552 (42.54%)	Avg. Time on Page 00:01:12 Previous: 00:01:11 (1.95%)	Bounce Rate 53.22% Previous: 50.13% (6.17%)	% Exit 31.02% Previous: 25.34% (22.44%)	\$ Index \$0.00 Previous: \$0.00 (0.00%)	
Pageviews 220,229 Previous: 166,357 (32.38%)	Unique Pageviews 163,279 Previous: 114,552 (42.54%)	Avg. Time on Page 00:01:12 Previous: 00:01:11 (1.95%)	Bounce Rate 53.22% Previous: 50.13% (6.17%)	% Exit 31.02% Previous: 25.34% (22.44%)	\$ Index \$0.00 Previous: \$0.00 (0.00%)								
City Rinks Toronto City Rinks (Home) / City Rinks Toronto (Outdoor Rinks) Main Page													
January 29, 2009 - January 29, 2010	24,400	18,300	00:00:51	23.89%	22.86%	\$0.00							
January 29, 2008 - January 28, 2009	16,231	11,705	00:00:48	22.15%	19.11%	\$0.00							
% Change	50.33%	56.34%	7.49%	7.85%	19.62%	0.00%							
City Rinks Toronto City Rinks Details / Rinks List													
January 29, 2009 - January 29, 2010	20,213	12,221	00:00:58	39.88%	19.03%	\$0.00							
January 29, 2008 - January 28, 2009	15,216	8,671	00:01:06	38.73%	19.74%	\$0.00							
% Change	32.84%	40.94%	-12.18%	2.97%	-3.59%	0.00%							
City Rinks Toronto City Hall Rink/Nathan Phillips Square / City Hall Rink Main Page													
January 29, 2009 - January 29, 2010	20,160	16,786	00:02:46	72.76%	68.53%	\$0.00							
January 29, 2008 - January 28, 2009	6,721	5,557	00:02:28	73.26%	63.49%	\$0.00							
% Change	199.96%	202.07%	11.86%	-0.69%	7.94%	0.00%							
City Rinks Toronto Dufferin Rink / Dufferin Park Rink Main Page													
January 29, 2009 - January 29, 2010	5,036	3,759	00:01:11	42.45%	25.64%	\$0.00							
January 29, 2008 - January 28, 2009	3,724	2,642	00:01:05	37.40%	20.60%	\$0.00							
% Change	35.23%	42.28%	9.09%	13.49%	24.47%	0.00%							
City Rinks Toronto Ramsden Rink / Ramsden Rink Main Page													
January 29, 2009 - January 29, 2010	4,538	3,422	00:02:13	61.93%	43.59%	\$0.00							

January 29, 2008 - January 28, 2009	2,786	2,061	00:01:42	55.58%	37.72%	\$0.00
% Change	62.89%	66.04%	30.22%	11.43%	15.54%	0.00%
City Rinks Toronto Christie Pits Rink / Christie Pits Rink Main Page						
January 29, 2009 - January 29, 2010	4,078	3,191	00:01:02	33.12%	23.93%	\$0.00
January 29, 2008 - January 28, 2009	3,834	2,646	00:00:55	30.87%	17.68%	\$0.00
% Change	6.36%	20.60%	12.73%	7.27%	35.34%	0.00%
City Rinks Toronto Barbara Ann Scott / College Park Rink / Main Page						
January 29, 2009 - January 29, 2010	3,689	2,605	00:00:52	57.14%	19.65%	\$0.00
January 29, 2008 - January 28, 2009	2,086	1,472	00:00:47	48.88%	15.53%	\$0.00
% Change	76.85%	76.97%	11.02%	16.90%	26.53%	0.00%
City Rinks Toronto Broadlands Rink / Broadlands Rink Main Page						
January 29, 2009 - January 29, 2010	3,592	2,426	00:00:59	47.09%	20.55%	\$0.00
January 29, 2008 - January 28, 2009	2,309	1,581	00:00:57	58.20%	19.92%	\$0.00
% Change	55.57%	53.45%	3.43%	-19.09%	3.13%	0.00%
City Rinks Toronto High Park Rink / High Park Main Page						
January 29, 2009 - January 29, 2010	3,327	2,415	00:01:31	49.89%	37.81%	\$0.00
January 29, 2008 - January 28, 2009	2,044	1,509	00:01:30	46.56%	33.71%	\$0.00
% Change	62.77%	60.04%	1.46%	7.15%	12.17%	0.00%
City Rinks Toronto Wallace Emerson Rink / Wallace Rink Main Page						
January 29, 2009 - January 29, 2010	3,320	2,536	00:01:10	57.90%	31.87%	\$0.00
January 29, 2008 - January 28, 2009	2,595	1,793	00:01:06	47.10%	23.55%	\$0.00
% Change	27.94%	41.44%	6.43%	22.94%	35.35%	0.00%

1 - 10 of 2,019