

Missoula Rural Fire District  
**Website Analysis Project**

June 10, 2016 | Submitted by GS Wallace

**Task:** Collect user/traffic data about the Missoula Rural Fire District's website ([www.mrfdfire.org](http://www.mrfdfire.org)) and provide an overview of what site features / pages best serve the MRFD's goal of Customer Service and Satisfaction.

**Data:** Free StatCounter Meter installed on site and Certified Google Webmaster Tools.

*StatCounter statistics are currently available to the public on the MRFD website with the View option (see blue button on bottom right). These statistics offer a myriad of avenues to explore. For example, we can see the Popular Pages for a week or Downloads for several months. However, the free meter option has a data cap, which means some data will "turn over" more quickly, depending on site/page usage.*

*Google Webmaster Tools are available to web designers when site is certified through Google. Data includes a list of keywords used to find the MRFD site; external links to the site; and Click Through Rates (CTR), which provides analysis of what search words result in the user actually going to the website.*

**Report Summary:** This report is an overview of findings from an official three-month+ collection of data by MRFD Web Manager. Raw data is contained in separate digital files (see DVD). Most data comes from the free website meter(s). The data also includes findings from 2012-2015 collected by Web Manager.

This data reveals an actively used website. For the first half of 2016, hits have average about 30 a day. About a quarter of daily users are returning visitors, and this percentage has increased. The site has 38 pages and more than two dozen pages of this content are regularly accessed. Most popular pages consistently include the home page, various firefighter and fire station pages, the administration division page, news and events, contact, photo gallery, community safety, FAQs, the reference library and the site map.

Generally, more than a quarter of users stay on the site for several minutes. A little more than a third are on the site for 30 seconds or less, which would require more study to understand what they are doing in that time. Most likely visitors are looking for quickly accessed data, such as the phone number, which is available on each page of the site. Another third of users are on for longer periods: five minutes to more than an hour.

The specific activity of visitors can be tracked using the free StatCounter data. Specifically, we can obtain IP addresses, page views, visit length, browsers, operating systems, search engines, resolutions, and whether the device used is mobile. Visit Length also conveys the number of visits by each user, the referring URL, the entry page and the latest page viewed. This data reveals that the site is used widely throughout the United States and the world. Every state in the nation appears in the data, as do such countries as Australia, England, Brazil, India, Russia and China.

Based on the StatCounter data, news of the week often drives website traffic. For example, page views for firefighter testing information or fundraising events, such as the Seattle Stairclimb, will increase during correlating timeframes. During the 2014 Mill Levy campaign, the free traffic meter used at the time reflected the same pattern (see 2014 Mill Levy) file. Another example: On May 12<sup>th</sup>, Lee Enterprises (Missoulian) accessed the site, which was promoting the Old Engine #1/Lolo Fire Station Rebuild/Blanket Raffle story at the time. The newspaper accessed the Lolo Station page for their story on this fundraising project.

The Downloads and Download Activity files provide insight into which files on the MRFD website are most used. During the study period(s), the most downloaded file was the Volunteer Firefighter Job Overview PDF. The Volunteer Firefighter Application was next, followed by the Personnel Close-Up Picture (staff and crew shot that will soon be updated). Resident Firefighter information and Volunteer Time Record Sheet were also downloaded along with the Car Seat Schedule. Other consistent downloads include apparatus and fire-rescue station photos and the Smokescreen Newsletter.

The data also lets us know where the visitor leaves the site. This, too, seems to be influenced by events, such as the Stairclimb or Fire on Ice hockey match. Two sites are consistent: Firefighter Testing ([www.mtfiretesting.org](http://www.mtfiretesting.org)) and burn permits ([www.mcfpa.org](http://www.mcfpa.org)). Another consistent exit point is email ([general@mrfdfire.org](mailto:general@mrfdfire.org)) to MRFD.

StatCounter also provides information on Keywords used to access the site. However, many of the keywords are proprietary to Google and unavailable in StatCounter. To gain a more complete understanding, accessing the Google Webmaster is vital. However, Google data is limited in that you cannot determine who/when the user might have accessed the

site, but you can see to which page on the site the user was directed by typing in those search terms.

Both data sets reveal that the MRFD's website is highly ranked for its essential keywords and that users are often given the site with a wide range of terms, including Missoula County Fire Department, Missoula Fire, fire videos, Montana fire. Google stats also show that the site comes up in the ranking even when the user does not click on the page. Note: the StatCounter service offers ranking information in its data, including the Pathways files. You can also see which sites are referring the MRFD site to the user.

StatCounter and Google also offer other data that is of interest to the MRFD Web Manager. This data is useful in creating and maintaining a highly-ranked, easily navigated website, which the MRFD currently has. This data includes information on the search engines and screen resolution that users employ to access the site. This data will stand and serve for some time, and further, more detailed reports and findings can be compiled in future.

*Attachments: DVD with raw site data.*

*For further information or questions, contact Glenda S Wallace.*

*Glenda S Wallace*

*Content, Marketing & Websites*

*GWritecommunications.com*

*[gswrite@blackfoot.net](mailto:gswrite@blackfoot.net)*

*(406) 722-5397 office / (406) 381-9570 mobile*

## Example of Popular Pages data from StatCounter Service

15:00:15 3 Mar to 15:56:29 10 Mar, 2016 [narrow range](#)  

Pageloads | [Visitors](#)

[Filter](#)

Webpage	
56 Hits	<a href="http://www.mrfdfire.org/">www.mrfdfire.org/</a>
36 Hits	<a href="http://www.mrfdfire.org/seattle_stairclimb_news.html">www.mrfdfire.org/seattle_stairclimb_news.html</a>
35 Hits	<a href="http://www.mrfdfire.org/career_firefighters_local2457.html">www.mrfdfire.org/career_firefighters_local2457.html</a>
33 Hits	<a href="http://www.mrfdfire.org/station_site_map.htm">www.mrfdfire.org/station_site_map.htm</a>
25 Hits	<a href="http://www.mrfdfire.org/fire_station_one.htm">www.mrfdfire.org/fire_station_one.htm</a>
24 Hits	<a href="http://www.mrfdfire.org/contact_us.html">www.mrfdfire.org/contact_us.html</a>
23 Hits	<a href="http://www.mrfdfire.org/fire_station_two.htm">www.mrfdfire.org/fire_station_two.htm</a>
21 Hits	<a href="http://www.mrfdfire.org/admin_division.html">www.mrfdfire.org/admin_division.html</a>
20 Hits	<a href="http://www.mrfdfire.org/resident_firefighters.html">www.mrfdfire.org/resident_firefighters.html</a>
18 Hits	<a href="http://www.mrfdfire.org/fire_station_four.htm">www.mrfdfire.org/fire_station_four.htm</a>
17 Hits	<a href="http://www.mrfdfire.org/volunteer_firefighters.html">www.mrfdfire.org/volunteer_firefighters.html</a>
17 Hits	<a href="http://www.mrfdfire.org/fire_station_five.htm">www.mrfdfire.org/fire_station_five.htm</a>
16 Hits	<a href="http://mrfdfire.org/">mrfdfire.org/</a>
14 Hits	<a href="http://www.mrfdfire.org/fire_station_six.htm">www.mrfdfire.org/fire_station_six.htm</a>
13 Hits	<a href="http://www.mrfdfire.org/fire_rescue_ems_firefighters.htm">www.mrfdfire.org/fire_rescue_ems_firefighters.htm</a>
11 Hits	<a href="http://www.mrfdfire.org/photo_gallery.html">www.mrfdfire.org/photo_gallery.html</a>
11 Hits	<a href="http://www.mrfdfire.org/index.htm">www.mrfdfire.org/index.htm</a>
11 Hits	<a href="http://www.mrfdfire.org/career_officers.html">www.mrfdfire.org/career_officers.html</a>
9 Hits	<a href="http://www.mrfdfire.org/useful_links.html">www.mrfdfire.org/useful_links.html</a>
9 Hits	<a href="http://www.mrfdfire.org/trustees.html">www.mrfdfire.org/trustees.html</a>

1 2 3 (Last) Per page: 20

### Links to Your Site

Total links	
<b>548</b>	

Who links the most	Your most linked content
<a href="http://nwcg.gov">nwcg.gov</a>	<a href="http://www.mrfdfire.org/">http://www.mrfdfire.org/</a>
197	473
<a href="http://yellowpages.com">yellowpages.com</a>	<a href="/news_events.html">/news_events.html</a>
53	10
<a href="http://yellowbook.com">yellowbook.com</a>	<a href="/seattle_stairclimb_news.html">/seattle_stairclimb_news.html</a>
32	5
<a href="http://prlog.ru">prlog.ru</a>	<a href="/admin_division.html">/admin_division.html</a>
31	4
<a href="http://mtfiretesting.org">mtfiretesting.org</a>	<a href="/trustees.html">/trustees.html</a>
25	3
<a href="#">More »</a>	<a href="#">More »</a>

Above “Links to Your Site” and the “Content Keywords” on the next page are provided by Google Webmaster Tools (see DVD for complete files).

## Content Keywords

Keyword	Significance
1. fire (3 variants)	
2. missoula (2 variants)	
3. rural	
4. district (3 variants)	
5. firefighter (4 variants)	
6. montana (2 variants)	
7. mrfd (2 variants)	
8. safety (3 variants)	
9. county (3 variants)	
10. rescue (2 variants)	
11. resident (2 variants)	
12. station (3 variants)	
13. volunteer (3 variants)	
14. emergency (2 variants)	
15. photo (2 variants)	
16. meter	
17. news (2 variants)	
18. training (2 variants)	
19. community (3 variants)	
20. burn (4 variants)	

On the next page are examples of the Keyword and Download information provided by StatCounter.

17:37:00 3 Mar to 16:17:18 10 Mar, 2016 [narrow range](#)

[Filter](#)

Date	Time	Name	Search Query	Entry Page
10 Mar	15:21:26	www.google.com	(Keywords Unavailable) ⓘ	/
10 Mar	13:59:47	www.bing.com	missoula rural fire department	/
10 Mar	13:23:11	www.bing.com	Missoula rural fire district jurisdiction	/station_site_map.htm
10 Mar	13:07:29	www.google.com	(Keywords Unavailable) ⓘ	/
10 Mar	12:36:04	www.google.com	(Keywords Unavailable) ⓘ	/resident_firefighters.html
10 Mar	12:08:21	www.google.com	(Keywords Unavailable) ⓘ	/fire_station_five.htm
10 Mar	12:07:07	www.google.com	(Keywords Unavailable) ⓘ	/fire_station_five.htm
10 Mar	11:57:58	www.google.com	(Keywords Unavailable) ⓘ	/station_site_map.htm
10 Mar	11:35:27	www.google.com	(Keywords Unavailable) ⓘ	/
10 Mar	10:41:51	www.google.com	(Keywords Unavailable) ⓘ	/
10 Mar	10:33:48	www.google.com	(Keywords Unavailable) ⓘ	/
10 Mar	10:33:01	www.google.com	(Keywords Unavailable) ⓘ	/fire_station_two.htm
10 Mar	09:20:42	www.google.com	(Keywords Unavailable) ⓘ (-1)	/
10 Mar	09:03:53	www.google.com	(Keywords Unavailable) ⓘ	/seattle_stairclimb_news.html
10 Mar	08:44:58	www.google.com	(Keywords Unavailable) ⓘ	/volunteer_firefighters.html
10 Mar	08:35:35	www.google.com	(Keywords Unavailable) ⓘ	/
10 Mar	06:20:35	www.google.com	(Keywords Unavailable) ⓘ	/seattle_stairclimb_news.html
10 Mar	01:51:04	www.google.com	(Keywords Unavailable) ⓘ	/ems.html
9 Mar	23:32:38	www.google.ca	(Keywords Unavailable) ⓘ	/fire_station_four.htm
9 Mar	22:29:20	www.google.com	(Keywords Unavailable) ⓘ	/community_safety_information.htm

20:47:51 9 Dec 2015 to 22:03:09 5 Apr 2016 [narrow range](#)

[Filter](#)

**Download**

70 Hits	<a href="#">www.mrfdfire.org/mrfd_volunteer_firefighter_job_overview.pdf</a>
43 Hits	<a href="#">www.mrfdfire.org/mrfd_volunteer_firefighter_application.pdf</a>
34 Hits	<a href="#">www.mrfdfire.org/personnel_close-up_mrfd_813.jpg</a>
24 Hits	<a href="#">www.mrfdfire.org/resident_firefighter_application-mrfd.pdf</a>
20 Hits	<a href="#">www.mrfdfire.org/hazmat_engine348_mrfdapparatus_missoularural_firedistrict_jvnimg2972-g314b-sm.png</a>
18 Hits	<a href="#">www.mrfdfire.org/resident_firefighter_job_description_mrfd.pdf</a>
17 Hits	<a href="#">www.mrfdfire.org/resident_volunteer_time_record_missoula_rfd_mt_8-18-2015.pdf</a>
12 Hits	<a href="#">www.mrfdfire.org/engine_347_mrfd_apparatus_missoula_rural_bc-g815.jpg</a>
12 Hits	<a href="#">www.mrfdfire.org/car_seat_help_missoula_rfd_2015-2016_flyer-g715_page_001.jpg</a>
12 Hits	<a href="#">www.mrfdfire.org/apparatus_station1back_mrfd-jvn-dsc_1671.jpg</a>
11 Hits	<a href="#">www.mrfdfire.org/apparatus-station2group_mrfd-jvndsc_1610.jpg</a>
11 Hits	<a href="#">mrfdfire.org/resident_volunteer_time_record_missoula_rfd_mt_8-18-2015.pdf</a>
10 Hits	<a href="#">www.mrfdfire.org/engine_345_mrfd_apparatus_missoularural_firedistrict_jvn-gsw1bsm.png</a>
10 Hits	<a href="#">www.mrfdfire.org/engine341_mrfdapparatus_missoularural_firedistrict_11-13-jvn-gswt314bsm.png</a>
9 Hits	<a href="#">www.mrfdfire.org/station1_apparatus_missoularural_mrfd-img1685jvn-gsw214sm.png</a>
9 Hits	<a href="#">www.mrfdfire.org/jan_smokescreen_newsltr2016_missoularural_firedist-mt_mrfd_online.pdf</a>
9 Hits	<a href="#">www.mrfdfire.org/feb_smokescreen_newsltr2016_missoularural_firedist-mt_mrfd_online.pdf</a>
9 Hits	<a href="#">www.mrfdfire.org/engine367_mrfdapparatus_missoularural_firedistrict_bc132018-g314a.jpg</a>
8 Hits	<a href="#">www.mrfdfire.org/station6_apparatus_missoularural_firedistrict_jvn-g314.png</a>
7 Hits	<a href="#">www.mrfdfire.org/mrfd_fact_sheet_missoularural_firedistrict_montana_ap31814hs-g314.pdf</a>

« Prev 1 2 3 4 5 (Last) Next »

Per page: 20 ▾

This is example of the Visitor Activity information you can get from StatCounter.

<b>Page Views:</b> 6 <b>Exit Time:</b> 11 Apr 2016 07:34: 16 <b>Visit Length:</b> 38 mins 40 secs <b>Browser/OS:</b> Samsung Internet 3.0/Android <b>Mobile Device:</b> Samsung <b>Resolution:</b> 360x640	<b>Total Visits:</b> 1 <b>Location:</b> Texas, United States <b>IP Address:</b> At&t Wireless (166.137.118.20) <b>Search Referral:</b> r.search.yahoo.com/ (Keywords Unavailable) ⓘ <b>Entry Page:</b> mrfdfire.org/ <b>Exit Page:</b> mrfdfire.org/contact_us.html
<b>Page Views:</b> 3 <b>Exit Time:</b> 11 Apr 2016 07:22: 17 <b>Visit Length:</b> 1 min 35 secs <b>Browser:</b> Chrome 49.0 <b>OS:</b> OS X <b>Resolution:</b> 1440x900	<b>Total Visits:</b> 1 <b>Location:</b> Johnson City, Tennessee, United States <b>IP Address:</b> Comcast Cable (68.57.96.186) <b>Search Referral:</b> https://www.google.com/ (Keywords Unavailable) ⓘ <b>Entry Page:</b> www.mrfdfire.org/ems.html <b>Exit Page:</b> www.mrfdfire.org/career_officers.html
<b>Page Views:</b> 1 <b>Exit Time:</b> 11 Apr 2016 04:15: 15 <b>Browser:</b> Chrome 36.0 <b>OS:</b> Win7 <b>Resolution:</b> 1280x800	<b>Total Visits:</b> 1 <b>Location:</b> Kenthurst, New South Wales, Australia <b>IP Address:</b> Telstra Internet (121.216.17.238) <b>Referring URL:</b> (No referring link) <b>Visit Page:</b> mrfdfire.org/
<b>Page Views:</b> 3 <b>Exit Time:</b> 11 Apr 2016 01:57: 24 <b>Visit Length:</b> 3 mins 55 secs <b>Browser:</b> Android <b>OS:</b> Android <b>Resolution:</b> 320x522	<b>Total Visits:</b> 1 <b>Location:</b> Jaipur, Rajasthan, India <b>IP Address:</b> Bharti Airtel (106.215.133.77) <b>Search Referral:</b> www.google.com — Mr FD <b>Entry Page:</b> www.mrfdfire.org/ <b>Exit Page:</b> www.mrfdfire.org/
<b>Page Views:</b> 11 <b>Exit Time:</b> 10 Apr 2016 21:15: 21 <b>Visit Length:</b> 22 mins 8 secs <b>Browser:</b> Chrome 49.0 <b>OS:</b> Win7 <b>Resolution:</b> 1366x768	<b>Total Visits:</b> 1 <b>Location:</b> Daytona Beach, Florida, United States <b>IP Address:</b> Bright House Networks (72.239.218.141) <b>Search Referral:</b> https://www.google.com/ (Keywords Unavailable) ⓘ <b>Entry Page:</b> www.mrfdfire.org/volunteer_firefighters.html <b>Exit Page:</b> www.mrfdfire.org/resident_firefighter_info.html
<b>Page Views:</b> 1 <b>Exit Time:</b> 10 Apr 2016 18:48: 15 <b>Browser/OS:</b> IE/Windows Phone <b>Mobile Device:</b> Nokia Lumia 1020 <b>Resolution:</b> 366x610	<b>Total Visits:</b> 1 <b>Location:</b> Montevideo, Uruguay <b>IP Address:</b> Administracion Nacional De Telecomunicaciones (186.49.227.62) <b>Referring URL:</b> (No referring link) <b>Visit Page:</b> mrfdfire.org/
<b>Page Views:</b> 3 (1 this visit) <b>Exit Time:</b> 10 Apr 2016 18:35: 17 <b>Browser:</b> Firefox 45.0 <b>OS:</b> Win10 <b>Resolution:</b> 1366x768	<b>Total Visits:</b> 3 <b>Location:</b> Sand Coulee, Montana, United States <b>IP Address:</b> 3 Rivers Telephone Cooperative (192.230.173.36) <b>Referring URL:</b> www.mrfdfire.org/services.html <b>Visit Page:</b> www.mrfdfire.org/about_us.html
<b>Page Views:</b> 5 <b>Exit Time:</b> 10 Apr 2016 18:29: 04 <b>Visit Length:</b> 1 min 11 secs <b>Browser:</b> Firefox 45.0 <b>OS:</b> OS X <b>Resolution:</b> 1280x800	<b>Total Visits:</b> 1 <b>Location:</b> Missoula, Montana, United States <b>IP Address:</b> Charter Communications (184.166.76.70) <b>Search Referral:</b> https://www.google.com/ (Keywords Unavailable) ⓘ <b>Entry Page:</b> www.mrfdfire.org/ems.html <b>Exit Page:</b> www.mrfdfire.org/ems.html
<b>Page Views:</b> 3 (2 this visit) <b>Exit Time:</b> 10 Apr 2016 17:44: 02 <b>Visit Length:</b> 49 seconds <b>Browser:</b> Firefox 45.0 <b>OS:</b> Win10 <b>Resolution:</b> 1366x768	<b>Total Visits:</b> 2 <b>Location:</b> Sand Coulee, Montana, United States <b>IP Address:</b> 3 Rivers Telephone Cooperative (192.230.173.36) <b>Search Referral:</b> us.yhs4.search.yahoo.com — Missoula Rural Fire <b>Entry Page:</b> www.mrfdfire.org/services.html <b>Exit Page:</b> www.mrfdfire.org/about_us.html
<b>Page Views:</b> 2 <b>Exit Time:</b> 10 Apr 2016 15:31: 30 <b>Visit Length:</b> 15 seconds <b>Browser:</b> Chrome 49.0 <b>OS:</b> Win10 <b>Resolution:</b> 1366x768	<b>Total Visits:</b> 1 <b>Location:</b> New London, Connecticut, United States <b>IP Address:</b> Metrocast (204.14.186.89) <b>Search Referral:</b> https://www.google.com/ (Keywords Unavailable) ⓘ <b>Entry Page:</b> www.mrfdfire.org/training_programs.html <b>Exit Page:</b> www.mrfdfire.org/career_firefighters_local2457.html
<b>Page Views:</b> 1 <b>Exit Time:</b> 10 Apr 2016 12:32: 50 <b>Browser/OS:</b> iPhone/iOS <b>Mobile Device:</b> Apple iPhone <b>Resolution:</b> 320x568	<b>Total Visits:</b> 1 <b>Location:</b> Quincy, Massachusetts, United States <b>IP Address:</b> Cambridge Entrepreneurial Network (140.186.152.52) <b>Referring URL:</b> www.mtfiretesting.org/ <b>Visit Page:</b> www.mrfdfire.org/

« Prev 1 2 3 4 5 6 7 (Last) Next »

This screen capture conveys some of the information Web Managers can drill down to using the StatCounter info.

Visitor Analysis & System Spec			
Referring URL:	mrfdfire.org/services.html		
Host Name:	host-72-174-237-186.static.bresnan.net	Browser:	IE 9.0
IP Address:	72.174.237.186 --	Operating System:	Win7
Location:	Missoula, Montana, United States	Resolution:	1920x1080
Returning Visits:	0	Javascript:	Enabled
Visit Length:	Multiple visits spread over more than one day	ISP:	Charter Communications

  

Navigation Path		
Date	Time	WebPage
		mrfdfire.org/services.html
30 Mar	11:55:27	mrfdfire.org/admin_division.html
30 Mar	17:55:46	mrfdfire.org/personnel_close-up_mrfd_813.jpg (Exit Link)
		mrfdfire.org/training_programs.html
30 Mar	17:56:33	mrfdfire.org/photo_gallery.html
		www.mrfdfire.org/slideshow/fire_rescue_photo23.htm
30 Mar	17:58:59	www.mrfdfire.org/career_firefighters_local2457.html
		www.mrfdfire.org/career_firefighters_local2457.htm
30 Mar	17:59:19	www.mrfdfire.org/career_officers.html
30 Mar	17:59:32	www.mrfdfire.org/2015_awards_results_mrfd_firefighters_news-g315.pdf (Exit Link)
		www.mrfdfire.org/career_officers.html
30 Mar	17:59:53	www.mrfdfire.org/index.htm
		www.mrfdfire.org/index.htm
30 Mar	17:59:55	www.mrfdfire.org/community_firedistrict_volunteer.htm
		www.mrfdfire.org/community_firedistrict_volunteer.htm
30 Mar	18:00:32	www.mrfdfire.org/fire_rescue_ems_firefighters.htm
		www.mrfdfire.org/fire_rescue_ems_firefighters.htm
30 Mar	18:00:35	www.mrfdfire.org/community_firedistrict_volunteer.htm
		www.mrfdfire.org/community_firedistrict_volunteer.htm
30 Mar	18:00:44	www.mrfdfire.org/community_safety_information.htm
		www.mrfdfire.org/community_safety_information.htm
30 Mar	18:01:00	www.mrfdfire.org/fire_district_faqs.htm
		(No referring link)
4 Apr	19:55:48	www.mrfdfire.org/
		www.mrfdfire.org/
4 Apr	19:55:56	www.mrfdfire.org/fire_station_six.htm

StatCounter emails a weekly report summarizes the website traffic to the MRFD Web Manager on a regular basis. Below is the data from January and June of 2016. Other report summaries are contained in the DVD.

Dear GS Wallace,

**Weekly Stats Report:** 11 Jan - 17 Jan 2016

**Project:** Mrfdfire.org

**URL:** <http://www.mrfdfire.org>

**Summary**

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total	Avg
<b>Pageloads</b>	71	60	54	69	54	47	43	<b>398</b>	57
<b>Unique Visits</b>	49	26	16	32	28	20	10	<b>181</b>	26
<b>First Time Visits</b>	46	22	14	28	22	19	10	<b>161</b>	23
<b>Returning Visits</b>	3	4	2	4	6	1	0	<b>20</b>	3

Dear GS Wallace,

**Weekly Stats Report:** 6 Jun - 12 Jun 2016

**Project:** Mrfdfire.org

**URL:** <http://www.mrfdfire.org>

**Summary**

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total	Avg
<b>Pageloads</b>	69	83	115	71	61	59	39	<b>497</b>	71
<b>Unique Visits</b>	26	40	28	31	48	25	15	<b>213</b>	30
<b>First Time Visits</b>	20	37	19	19	43	24	13	<b>175</b>	25
<b>Returning Visits</b>	6	3	9	12	5	1	2	<b>38</b>	5

Glenda S Wallace

## Website Design, Content & Marketing

Support for Small Business, Non Profits & Individuals

**(406) 722- 5397**

**GWrite**  
COMMUNICATIONS



glenda@gswritecommunications.com



Websites | Social Media | Graphic Arts | Marketing Content & Strategy | Training  
Copywriting / Copyproofing / Editing / Ghostwriting / Journalism / Videos