




**Site Usage**

 **111,767 Visits**  
 Previous: 108,897 (2.64%)

 **68.25% Bounce Rate**  
 Previous: 67.22% (1.54%)

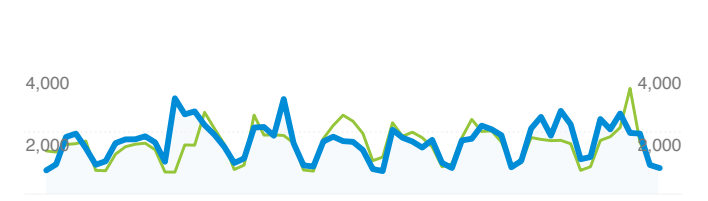
 **247,847 Pageviews**  
 Previous: 219,275 (13.03%)

 **00:01:18 Avg. Time on Site**  
 Previous: 00:01:21 (-3.63%)

 **2.22 Pages/Visit**  
 Previous: 2.01 (10.13%)

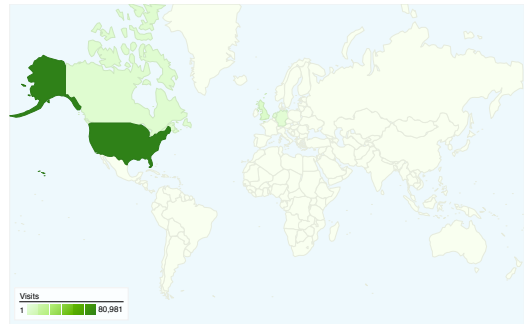
 **77.14% % New Visits**  
 Previous: 65.24% (18.23%)

**Visitors Overview**

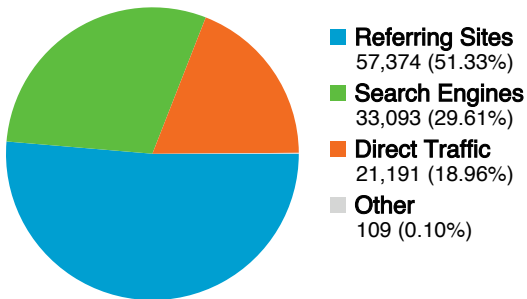


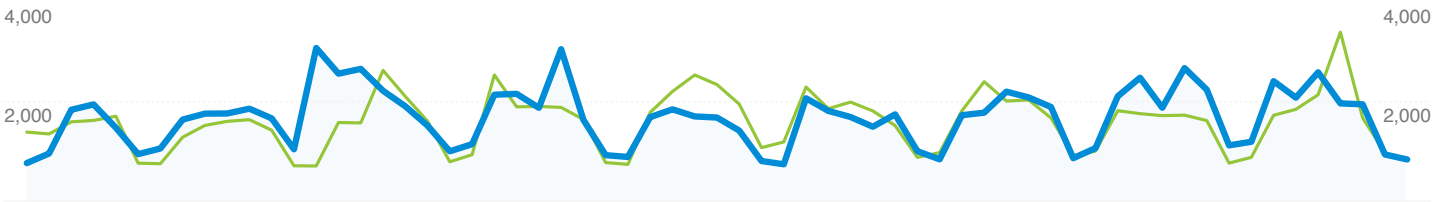
**Visitors**  
**89,753**

**Map Overlay world**



**Traffic Sources Overview**





## 89,753 people visited this site



**111,767 Visits**

Previous: 108,897 (2.64%)



**89,753 Absolute Unique Visitors**

Previous: 74,860 (19.89%)



**247,847 Pageviews**

Previous: 219,275 (13.03%)



**2.22 Average Pageviews**

Previous: 2.01 (10.13%)



**00:01:18 Time on Site**

Previous: 00:01:21 (-3.63%)



**68.25% Bounce Rate**

Previous: 67.22% (1.54%)



**77.16% New Visits**

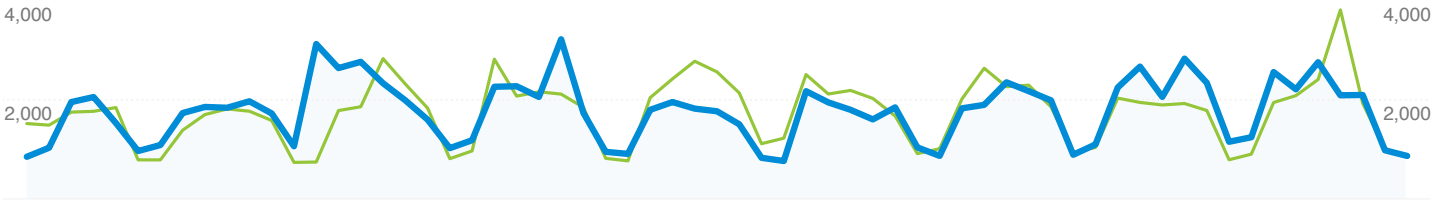
Previous: 65.25% (18.25%)

## Technical Profile


Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Jan 8, 2007 - Mar 10, 2007	77,175	70.87%	Jan 8, 2007 - Mar 10, 2007	27,279	25.05%
Jan 7, 2008 - Mar 9, 2008	72,996	65.31%	Jan 7, 2008 - Mar 9, 2008	31,315	28.02%
% Change	-5.41%	-5.41%	% Change	14.80%	14.80%
Firefox			Unknown		
Jan 8, 2007 - Mar 10, 2007	25,126	23.07%	Jan 8, 2007 - Mar 10, 2007	29,776	27.34%
Jan 7, 2008 - Mar 9, 2008	27,843	24.91%	Jan 7, 2008 - Mar 9, 2008	27,885	24.95%
% Change	10.81%	10.81%	% Change	-6.35%	-6.35%
Safari			DSL		
Jan 8, 2007 - Mar 10, 2007	4,887	4.49%	Jan 8, 2007 - Mar 10, 2007	19,827	18.21%
Jan 7, 2008 - Mar 9, 2008	6,763	6.05%	Jan 7, 2008 - Mar 9, 2008	24,540	21.96%


% Change	38.39%	38.39%
Mozilla		
Jan 8, 2007 - Mar 10, 2007	276	0.25%
Jan 7, 2008 - Mar 9, 2008	2,882	2.58%
% Change	944.20%	944.20%
Opera		
Jan 8, 2007 - Mar 10, 2007	553	0.51%
Jan 7, 2008 - Mar 9, 2008	861	0.77%
% Change	55.70%	55.70%

% Change	23.77%	23.77%
T1		
Jan 8, 2007 - Mar 10, 2007	25,930	23.81%
Jan 7, 2008 - Mar 9, 2008	23,515	21.04%
% Change	-9.31%	-9.31%
Dialup		
Jan 8, 2007 - Mar 10, 2007	4,855	4.46%
Jan 7, 2008 - Mar 9, 2008	3,598	3.22%
% Change	-25.89%	-25.89%

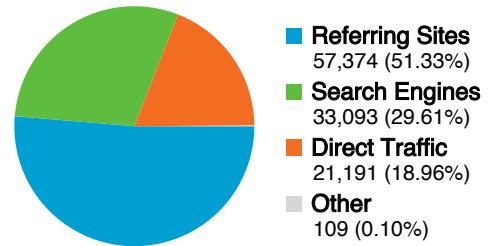


## All traffic sources sent a total of 111,767 visits

 **18.96% Direct Traffic**  
Previous: 27.85% (-31.92%)

 **51.33% Referring Sites**  
Previous: 32.86% (56.23%)

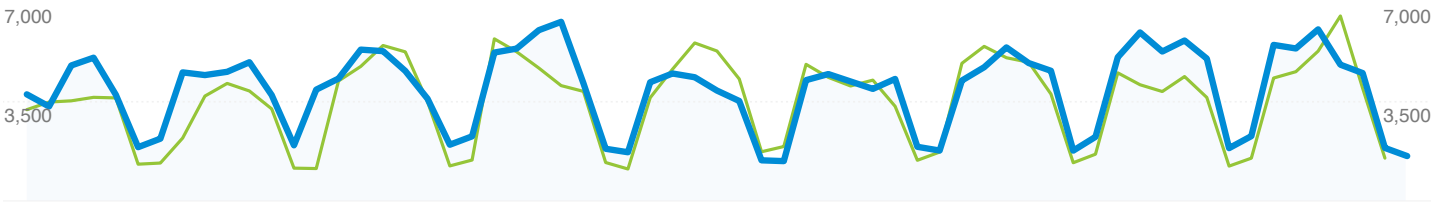
 **29.61% Search Engines**  
Previous: 39.23% (-24.52%)




## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Jan 8, 2007 - Mar 10, 2007	35,394	32.50%
Jan 7, 2008 - Mar 9, 2008	25,791	23.08%
% Change	-27.13%	-27.13%
(direct) ((none))		
Jan 8, 2007 - Mar 10, 2007	30,327	27.85%
Jan 7, 2008 - Mar 9, 2008	21,191	18.96%
% Change	-30.12%	-30.12%
images.google.com (referral)		
Jan 8, 2007 - Mar 10, 2007	7,486	6.87%
Jan 7, 2008 - Mar 9, 2008	12,949	11.59%
% Change	72.98%	72.98%
osu.okstate.edu (referral)		
Jan 8, 2007 - Mar 10, 2007	7,926	7.28%
Jan 7, 2008 - Mar 9, 2008	4,920	4.40%
% Change	-37.93%	-37.93%
yahoo (organic)		
Jan 8, 2007 - Mar 10, 2007	4,265	3.92%


Keywords	Visits	% visits
ocolly		
Jan 8, 2007 - Mar 10, 2007	1,264	2.96%
Jan 7, 2008 - Mar 9, 2008	1,031	3.12%
% Change	-18.43%	-18.43%
o'colly		
Jan 8, 2007 - Mar 10, 2007	785	1.84%
Jan 7, 2008 - Mar 9, 2008	432	1.31%
% Change	-44.97%	-44.97%
daily o'collegian		
Jan 8, 2007 - Mar 10, 2007	347	0.81%
Jan 7, 2008 - Mar 9, 2008	386	1.17%
% Change	11.24%	11.24%
ocolly.com		
Jan 8, 2007 - Mar 10, 2007	245	0.57%
Jan 7, 2008 - Mar 9, 2008	251	0.76%
% Change	2.45%	2.45%
ron paul		
Jan 8, 2007 - Mar 10, 2007	0	0.00%



Pages on this site were viewed a total of 247,847 times

 **247,847 Pageviews**  
Previous: 219,275 (13.03%)

 **187,854 Unique Views**  
Previous: 164,227 (14.39%)

 **68.25% Bounce Rate**  
Previous: 67.22% (1.54%)

## Top Content

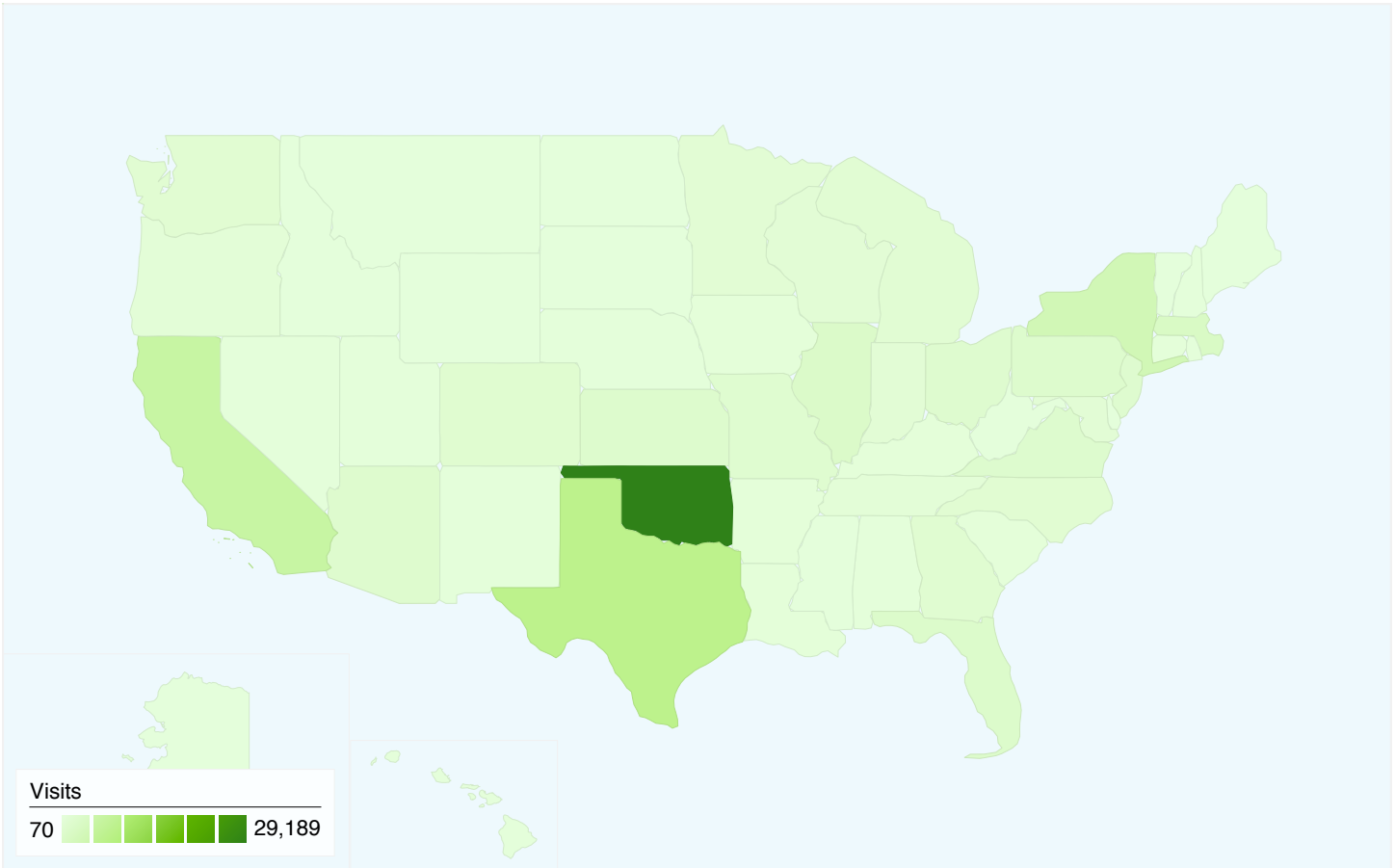
Pages	Pageviews	% Pageviews
<b>/http://www.ocolly.com/index.php</b>		
Jan 8, 2007 - Mar 10, 2007	86,047	39.24%
Jan 7, 2008 - Mar 9, 2008	54,319	21.92%
% Change	-36.87%	-36.87%
<b>/issues/2001_Fall/011011/pix/1. OSAMA BIN LADEN.jpg</b>		
Jan 8, 2007 - Mar 10, 2007	0	0.00%
Jan 7, 2008 - Mar 9, 2008	30,909	12.47%
% Change	0.00%	0.00%
<b>/classifieds/http://www.ocolly.com/index.php</b>		
Jan 8, 2007 - Mar 10, 2007	0	0.00%
Jan 7, 2008 - Mar 9, 2008	9,516	3.84%
% Change	0.00%	0.00%
<b>/2008/01/18/rocket-propulsion-research-might-advance-military-technology/http://www.ocolly.com/index.php</b>		
Jan 8, 2007 - Mar 10, 2007	0	0.00%
Jan 7, 2008 - Mar 9, 2008	6,051	2.44%
% Change	0.00%	0.00%
<b>/issues/front_page/http://www.ocolly.com/index.php</b>		
Jan 8, 2007 - Mar 10, 2007	0	0.00%

# Country/Territory Detail:

United States

Jan 7, 2008 - Mar 9, 2008

Comparing to: Jan 8, 2007 - Mar 10, 2007



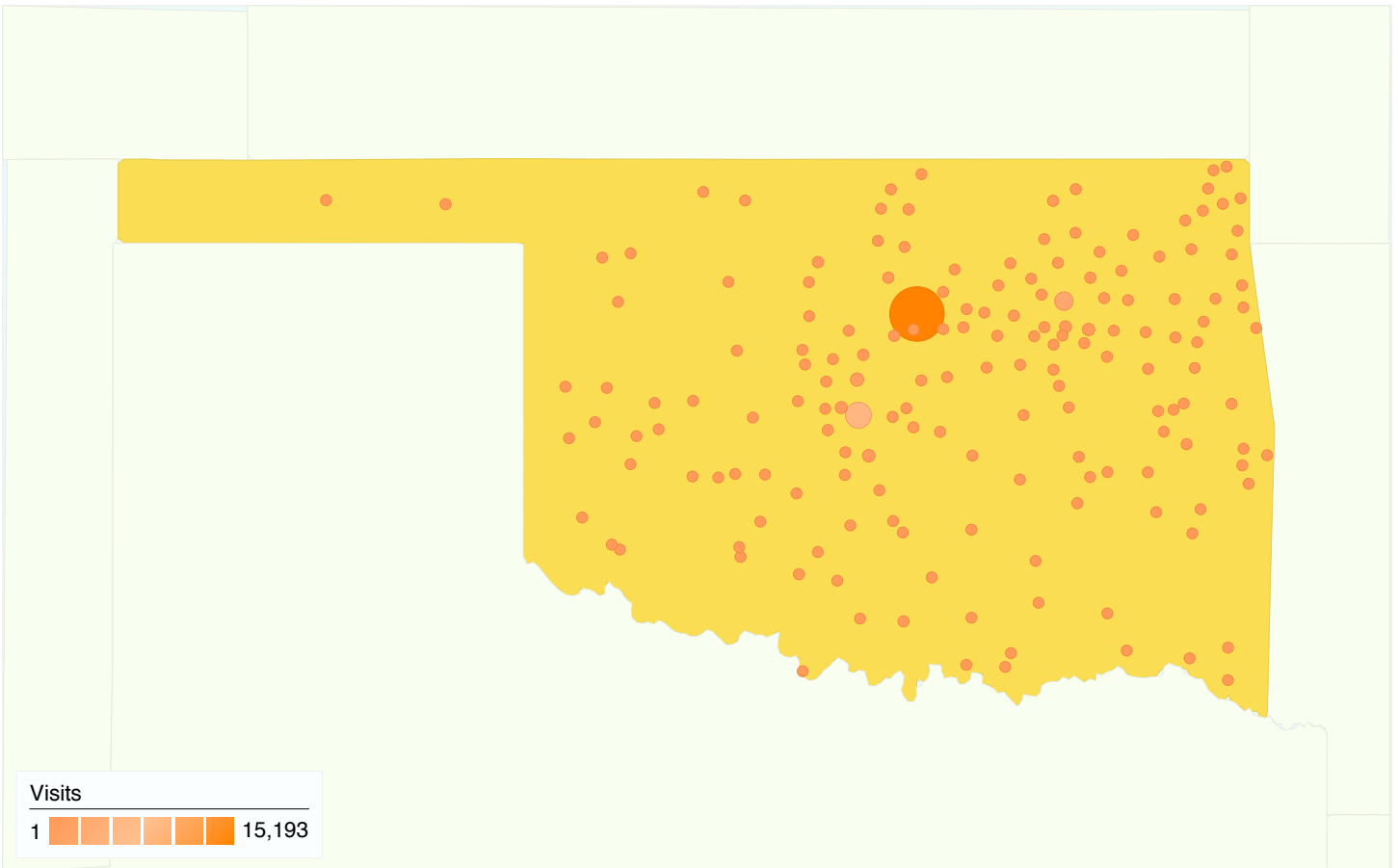
This country/territory sent 80,981 visits via 52 regions

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>80,981</b> Previous: 94,731 (-14.51%)	<b>2.57</b> Previous: 2.11 (21.71%)	<b>00:01:39</b> Previous: 00:01:28 (12.39%)	<b>70.08%</b> Previous: 61.44% (14.07%)	<b>63.01%</b> Previous: 65.47% (-3.76%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Oklahoma</b>					
Jan 8, 2007 - Mar 10, 2007	32,714	2.67	00:02:22	38.45%	52.72%
Jan 7, 2008 - Mar 9, 2008	29,189	4.05	00:03:08	47.34%	39.51%
% Change	-10.78%	51.82%	32.09%	23.14%	-25.06%
<b>Texas</b>					
Jan 8, 2007 - Mar 10, 2007	8,596	2.46	00:01:37	53.28%	59.74%
Jan 7, 2008 - Mar 9, 2008	7,819	2.48	00:01:32	61.85%	61.85%
% Change	-9.04%	0.93%	-6.06%	16.08%	3.54%
<b>California</b>					

Jan 8, 2007 - Mar 10, 2007	5,401	1.47	00:00:38	88.21%	78.21%
Jan 7, 2008 - Mar 9, 2008	5,747	1.45	00:00:34	89.68%	81.31%
% Change	6.41%	-1.51%	-9.60%	1.67%	3.97%
<b>New York</b>					
Jan 8, 2007 - Mar 10, 2007	2,869	1.62	00:00:38	84.32%	76.09%
Jan 7, 2008 - Mar 9, 2008	3,982	1.68	00:00:44	84.48%	74.96%
% Change	38.79%	3.92%	14.45%	0.20%	-1.48%
<b>Massachusetts</b>					
Jan 8, 2007 - Mar 10, 2007	1,078	1.64	00:00:34	89.33%	77.64%
Jan 7, 2008 - Mar 9, 2008	2,314	1.18	00:00:11	96.20%	93.43%
% Change	114.66%	-28.12%	-66.77%	7.68%	20.33%
<b>Illinois</b>					
Jan 8, 2007 - Mar 10, 2007	2,355	1.54	00:00:50	80.64%	76.77%
Jan 7, 2008 - Mar 9, 2008	1,966	1.57	00:00:39	87.18%	79.09%
% Change	-16.52%	1.89%	-20.81%	8.12%	3.02%
<b>Florida</b>					
Jan 8, 2007 - Mar 10, 2007	1,717	1.38	00:00:34	90.91%	81.36%
Jan 7, 2008 - Mar 9, 2008	1,843	1.32	00:00:21	91.86%	83.51%
% Change	7.34%	-4.33%	-38.70%	1.04%	2.63%
<b>Pennsylvania</b>					
Jan 8, 2007 - Mar 10, 2007	1,548	1.28	00:00:25	90.05%	81.65%
Jan 7, 2008 - Mar 9, 2008	1,699	1.43	00:00:27	89.82%	80.46%
% Change	9.75%	11.25%	5.66%	-0.26%	-1.46%
<b>Kansas</b>					
Jan 8, 2007 - Mar 10, 2007	1,989	2.00	00:01:20	59.53%	66.57%
Jan 7, 2008 - Mar 9, 2008	1,632	2.62	00:01:34	62.50%	60.66%
% Change	-17.95%	30.87%	17.06%	4.99%	-8.87%
<b>Virginia</b>					
Jan 8, 2007 - Mar 10, 2007	1,538	1.60	00:00:45	81.99%	77.50%
Jan 7, 2008 - Mar 9, 2008	1,614	1.59	00:00:42	81.66%	79.06%
% Change	4.94%	-0.96%	-7.20%	-0.40%	2.01%

1 - 10 of 52



This state sent 29,189 visits via 168 cities

Site Usage

<b>Visits</b> <b>29,189</b> Previous: 32,714 (-10.78%)	<b>Pages/Visit</b> <b>4.05</b> Previous: 2.67 (51.82%)	<b>Avg. Time on Site</b> <b>00:03:08</b> Previous: 00:02:22 (32.09%)	<b>% New Visits</b> <b>47.34%</b> Previous: 38.45% (23.14%)	<b>Bounce Rate</b> <b>39.51%</b> Previous: 52.72% (-25.06%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Stillwater</b>					
Jan 8, 2007 - Mar 10, 2007	16,432	2.55	00:02:26	40.87%	53.35%
Jan 7, 2008 - Mar 9, 2008	15,193	4.58	00:03:48	42.76%	32.41%
% Change	-7.54%	80.02%	56.19%	4.63%	-39.25%
<b>Oklahoma City</b>					
Jan 8, 2007 - Mar 10, 2007	9,286	2.69	00:02:17	36.14%	53.21%
Jan 7, 2008 - Mar 9, 2008	5,261	3.41	00:02:33	53.81%	49.08%
% Change	-43.34%	26.50%	11.92%	48.89%	-7.76%
<b>Tulsa</b>					
Jan 8, 2007 - Mar 10, 2007	2,906	2.86	00:02:07	38.92%	50.86%

Jan 7, 2008 - Mar 9, 2008	<b>2,626</b>	3.33	00:02:12	51.41%	45.51%
% Change	<b>-9.64%</b>	16.11%	4.59%	32.09%	-10.53%
<b>Edmond</b>					
Jan 8, 2007 - Mar 10, 2007	<b>179</b>	2.61	00:01:38	39.66%	49.16%
Jan 7, 2008 - Mar 9, 2008	<b>833</b>	4.90	00:03:00	49.22%	38.42%
% Change	<b>365.36%</b>	87.43%	82.59%	24.09%	-21.86%
<b>Norman</b>					
Jan 8, 2007 - Mar 10, 2007	<b>309</b>	2.94	00:04:07	39.16%	52.75%
Jan 7, 2008 - Mar 9, 2008	<b>620</b>	2.50	00:01:29	68.71%	62.42%
% Change	<b>100.65%</b>	-15.06%	-64.20%	75.47%	18.33%
<b>Broken Arrow</b>					
Jan 8, 2007 - Mar 10, 2007	<b>32</b>	2.88	00:03:07	46.88%	40.62%
Jan 7, 2008 - Mar 9, 2008	<b>499</b>	3.13	00:01:55	58.72%	50.10%
% Change	<b>1,459.38%</b>	8.81%	-38.22%	25.26%	23.32%
<b>Bethany</b>					
Jan 8, 2007 - Mar 10, 2007	<b>5</b>	1.00	00:00:00	60.00%	100.00%
Jan 7, 2008 - Mar 9, 2008	<b>439</b>	3.71	00:02:20	54.21%	45.56%
% Change	<b>8,680.00%</b>	270.62%	100.00%	-9.64%	-54.44%
<b>Jenks</b>					
Jan 8, 2007 - Mar 10, 2007	<b>0</b>	0.00	00:00:00	0.00%	0.00%
Jan 7, 2008 - Mar 9, 2008	<b>418</b>	4.30	00:03:06	55.26%	42.82%
% Change	<b>100.00%</b>	100.00%	100.00%	100.00%	100.00%
<b>Guthrie</b>					
Jan 8, 2007 - Mar 10, 2007	<b>30</b>	2.57	00:01:19	23.33%	43.33%
Jan 7, 2008 - Mar 9, 2008	<b>166</b>	4.40	00:03:41	24.70%	32.53%
% Change	<b>453.33%</b>	71.57%	178.84%	5.85%	-24.93%
<b>Langston</b>					
Jan 8, 2007 - Mar 10, 2007	<b>116</b>	3.21	00:04:09	15.52%	35.34%
Jan 7, 2008 - Mar 9, 2008	<b>144</b>	4.28	00:02:53	46.53%	37.50%
% Change	<b>24.14%</b>	33.61%	-30.40%	199.85%	6.10%

1 - 10 of 168