www.HistoricNewAlbany.com

Web site launched mid-December 2005.

Use of the Web site was measured by the number of visits** (rather than by page views or hits) to tell a realistic use of the site.

Visits for each month – January 2006 through September 2006

Month	Visits
January	209
February	7,257
March	7,217
April	4,022
May	3,676
June	4,705
July	5576
August	5138
September	4450

Since site launch:
15 residential buildings sold
3 commercial buildings sold
and 1 contract pending

Daily Visitors before and after possible influencing event
Date Range: 9/1/2006 to 9/20/2006

Day	Visits	Unique Visitors	New Visitors	Return Visitors
9/1/2006	178	131	131	0
9/2/2006	56	36	28	8
9/3/2006	71	52	33	19
9/4/2006	144	98	59	39
9/5/2006	247	175	76	99
9/6/2006	206	177	56	121
9/7/2006	243	161	50	111
9/8/2006	210	148	42	106
9/9/2006*	103	86	40	46
9/10/2006	133	98	36	62
9/11/2006	217	161	35	126
9/12/2006	215	128	38	90
9/13/2006	164	125	32	93
9/14/2006	257	207	44	163
9/15/2006	197	128	37	91
9/16/2006	140	103	29	74
9/17/2006	148	115	29	86
9/18/2006	191	124	24	100
9/19/2006	270	158	36	122
9/20/2006	175	118	46	72

* Influencing Event: Historic Home Tour, September 9, 2006, New Albany, Indiana.
Signs displayed at the registration site and in each of the homes on the tour route invited tour guests to visit www.HistoricNewAlbany.com.

Glossary

New Visitor - Represents a visit by a computer that has not yet been to the Web site in the time period of the report.
Unique Visitor - Represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.
Return Visitor – Represents a computer that has been to the site before and returns for another visit.
Page View – Represents a successful request for a file on the Web site that is considered to be a page.
Hit - Represents a request to the Web site for a file such as an image, a Web page, or a CGI script. One Web page may contain several related resources, and as a result, a visitor viewing one Web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to the site, and are kept separate from successful hits.
Visit - Represents the total number of times people have visited the Web site. A visit is counted whenever a Web site user requests one or more files from the Web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.