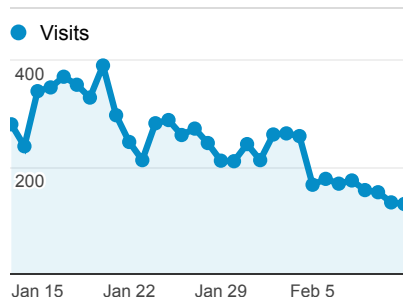


[FF Clients] Google Analytics Report

Jan 13, 2011 - Feb 12, 2011

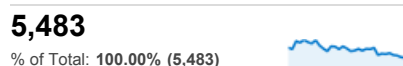
Visits



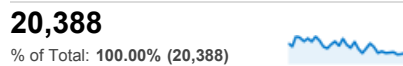
Visits



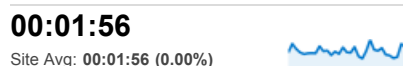
Unique Visitors



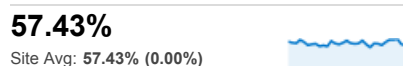
Pageviews



Avg. Visit Duration



Bounce Rate



Visits by Browser

| Browser | Visits |
|--------------------------|--------|
| Internet Explorer | 4,466 |
| Firefox | 1,485 |
| Safari | 1,188 |
| Chrome | 428 |
| Mozilla Compatible Agent | 47 |
| BlackBerry9700 | 25 |
| Opera | 21 |
| BlackBerry8900 | 3 |
| Mozilla | 3 |

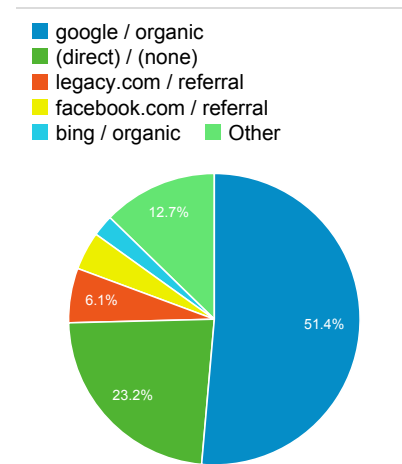
Visits and Avg. Time on Page by Page

| Page | Visits | Avg. Time on Page |
|--|--------|-------------------|
| / | 1,798 | 00:00:31 |
| /thomas-george-tom-heppell/ | 836 | 00:05:02 |
| /obituaries/ | 816 | 00:00:33 |
| /hedda-thatcher/ | 263 | 00:08:50 |
| /lawrence-andrew-lou-garraway/ | 187 | 00:03:09 |
| /brenda-derkacz-nee-bisson/ | 145 | 00:03:40 |
| /funeral-resources-information/obituary-template-guidelines/ | 109 | 00:01:24 |
| /stuart-edward-soward/ | 91 | 00:05:20 |
| /sequoia-gardens-memorial/ | 83 | 00:00:41 |
| /contact/staff/ | 79 | 00:01:47 |

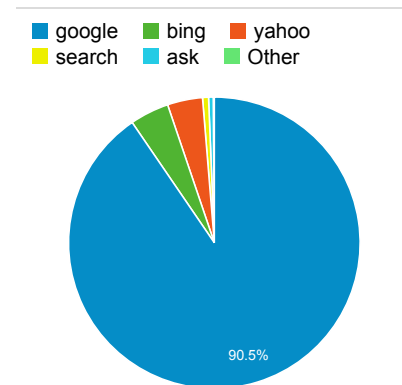
Visits and Avg. Time on Page by Keyword

| Keyword | Visits | Avg. Time on Page |
|----------------------------------|--------|-------------------|
| (not set) | 3,339 | 00:01:20 |
| mccalls funeral home | 178 | 00:00:46 |
| www.mccallbros.com | 116 | 00:01:30 |
| lou garraway | 103 | 00:02:11 |
| hedda thatcher obit | 66 | 00:09:10 |
| mccalls funeral home in victoria | 60 | 00:01:00 |
| hedda thatcher | 55 | 00:08:03 |
| mccall's funeral home | 52 | 00:01:56 |
| mccall bros | 48 | 00:00:53 |
| funeral homes victoria bc | 43 | 00:00:51 |

Visits by Source / Medium



Organic Searches by Source



Visits by Mobile (Including Tablet)

| Mobile (Including Tablet) | Visits |
|---------------------------|--------|
| No | 7,314 |
| Yes | 368 |