

Total Unique Searches



Total Visits

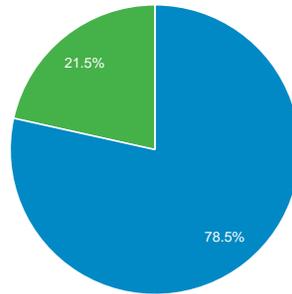


Top Unique Searches

| Search Term | Total Unique Searches |
|-----------------------------|-----------------------|
| storm shelter assistance | 6 |
| storm shelter funding | 6 |
| storm shelter reimbursement | 5 |
| applicant inquiry | 4 |
| sandy nj | 4 |
| Search by Keywords... | 4 |
| comida | 3 |
| high energy bill | 3 |
| hurricane sandy | 3 |
| log in | 3 |

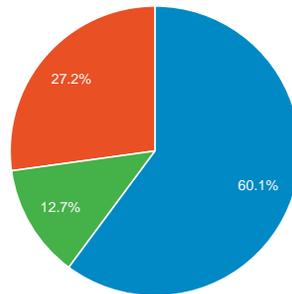
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Avg. Visit Duration



Avg. Pages / Visit



Avg. Time on Page



Bounce Rate

