

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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# SITE Selection

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## PURPOSE

This BPA Worldwide Interactive Audit Report provides an independently verified summary of a census of activity recorded at **SiteSelection.com**. This audit report includes verification of all traffic by non-registered and registered users. All verified counts are based on a census, not sample, of activity at this site. Activity by non-registered and registered users has been audited for counts only as reported separately herein.

## SITE CONTENT

**SiteSelection.com** offers free and easy access to every article published in the award-winning Site Selection magazine stretching back to 1996. Visitors to our site will also find the Site Selection Online Insider, exclusive web-only features highlighted in the SiteNet Dispatch weekly newsletter, as well as industry-focused online research tools and directories.

## NON-REGISTERED ACTIVITY

No membership is required to view any content from any part of **SiteSelection.com**.

## REGISTERED ACTIVITY

## INDEPENDENT AUDITORS' OPINION

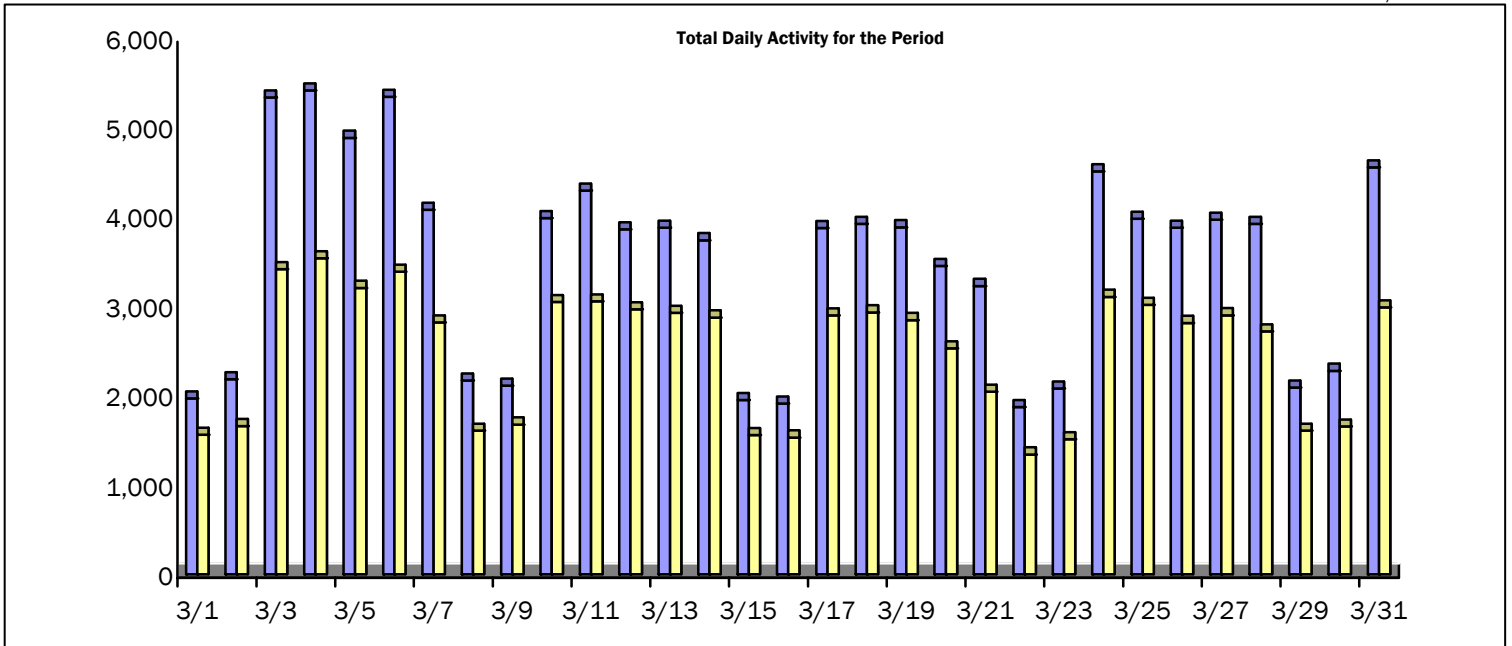
BPA Worldwide required and has examined the complete and entire access log files of this Web site for the period covered by this report. Samples or extracts of log files are not accepted. BPA's examination of site usage, and accurate tracking by log files was made in accordance with generally accepted auditing standards and accordingly included tests and confirmations of actual access by site's users. BPA Worldwide used multiple software analysis tools for this Web site audit. Based on such examination, it is BPA Worldwide's opinion that the statements set forth in this report present fairly and accurately the access of this Web site in conformance with generally accepted auditing principles.

**AVERAGE DAILY PAGE REQUESTS BY NON-REGISTERED AND REGISTERED USERS** \_\_\_\_\_ **3,503**

## TOTAL MONTHLY ACTIVITY

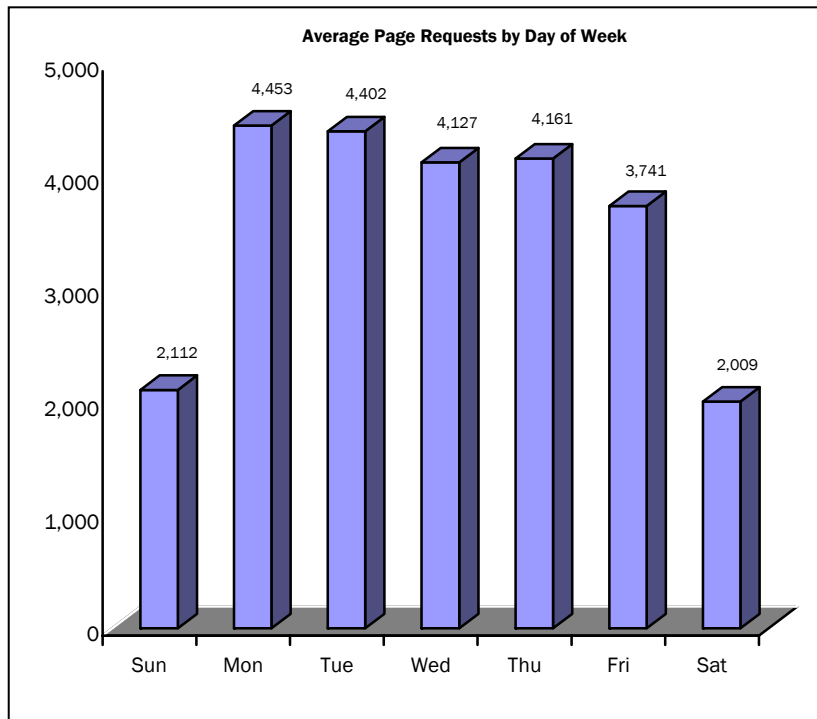
	TOTAL
Page Requests (Does Not Include Cached Requests) _____	108,593
Visits _____	77,689
Average Number of Page Requests Per Visit _____	1.40
Average Visit Duration (Minutes) _____	5:32
Unique Visitors _____	65,723

\* Unique Visitors were calculated based on the unique combination of User Agent and IP Address



Date	Day of Week	Page Requests	Percentage	Visits	Percentage
March 1, 2007	Saturday	1,968	1.81	1,559	2.01
March 2, 2007	Sunday	2,181	2.01	1,658	2.13
March 3, 2007	Monday	5,337	4.92	3,415	4.39
March 4, 2007	Tuesday	5,415	5.00	3,535	4.54
March 5, 2007	Wednesday	4,885	4.50	3,205	4.13
March 6, 2007	Thursday	5,344	4.93	3,385	4.36
March 7, 2007	Friday	4,078	3.76	2,817	3.63
March 8, 2007	Saturday	2,168	2.00	1,607	2.07
March 9, 2007	Sunday	2,111	1.94	1,676	2.16
March 10, 2007	Monday	3,987	3.67	3,046	3.92
March 11, 2007	Tuesday	4,294	3.95	3,053	3.93
March 12, 2007	Wednesday	3,860	3.55	2,964	3.82
March 13, 2007	Thursday	3,880	3.57	2,925	3.76
March 14, 2007	Friday	3,738	3.44	2,873	3.70
March 15, 2007	Saturday	3,950	3.67	2,896	3.73
March 16, 2007	Sunday	1,950	1.80	1,557	2.00
March 17, 2007	Sunday	1,910	1.76	1,530	1.97
March 18, 2007	Monday	3,876	3.57	2,896	3.73
March 19, 2007	Tuesday	3,921	3.61	2,930	3.77
March 20, 2007	Wednesday	3,884	3.58	2,845	3.66
March 21, 2007	Thursday	3,450	3.18	2,528	3.25
March 22, 2007	Friday	3,227	2.97	2,042	2.63
March 23, 2007	Saturday	1,872	1.72	1,341	1.73
March 24, 2007	Sunday	2,079	1.91	1,511	1.94
March 25, 2007	Monday	4,510	4.15	3,105	4.00
March 26, 2007	Tuesday	3,979	3.66	3,014	3.88
March 27, 2007	Wednesday	3,879	3.57	2,812	3.62
March 28, 2007	Thursday	3,968	3.65	2,898	3.73
March 29, 2007	Friday	3,922	3.61	2,718	3.50
March 30, 2007	Saturday	2,089	1.92	1,607	2.07
March 31, 2007	Sunday	2,277	2.10	1,652	2.13
March 31, 2007	Monday	4,554	4.19	2,985	3.84
<b>TOTAL</b>		<b>108,593</b>	<b>100.00</b>	<b>77,689</b>	<b>100.00</b>

PAGE REQUESTS BY TOP LEVEL DOMAIN		
Global Top Level Domain		Percentage
.NET		38.77
.COM		27.24
.EDU		2.60
.ORG		1.05
.GOV		0.85
.MIL		0.33
.ARPA		0.11
.INFO		0.09
.BIZ		0.01
.INT		0.01
.COOP		-
.AERO		-
<b>All Other Domains</b>		<b>6.90</b>
<b>Unresolved IP Addresses</b>		<b>22.04</b>
<b>Total</b>		<b>100.00</b>
Rank	Country Code Top Level Domain	
1	US - United States	73.46
2	CA - Canada	4.14
3	GB - Great Britain (UK)	2.21
4	CN - China	1.82
5	IN - India	1.82
6	IT - Italy	1.30
7	AU - Australia	0.95
8	DE - Germany	0.92
9	UK - United Kingdom	0.86
10	RO - Romania	0.80
11	MX - Mexico	0.77
12	MY - Malaysia	0.64
13	FR - France	0.61
14	IE - Ireland	0.56
15	NL - Netherlands	0.44
16	EU - European Union	0.43
17	AE - United Arab Emirates	0.42
18	PH - Philippines	0.38
19	BR - Brazil	0.37
20	SG - Singapore	0.37
21	HK - Hong Kong	0.32
22	JP - Japan	0.28
23	KR - Korea (South)	0.28
24	PL - Poland	0.27
25	CH - Switzerland	0.26
<b>Subtotal</b>		<b>94.68</b>
<b>All Other Countries (142)</b>		<b>5.32</b>
<b>Total</b>		<b>100.00</b>



TOP 25 SOURCES OF GENERAL TRAFFIC			
Rank	Source	Page Requests	Percentage
1	comcast.net	7,217	6.65
2	rr.com	6,447	5.94
3	verizon.net	4,146	3.82
4	bellsouth.net	4,144	3.82
5	sbcglobal.net	3,390	3.12
6	cox.net	1,982	1.83
7	charter.com	1,507	1.39
8	optonline.net	1,481	1.36
9	aol.com	1,427	1.31
10	telecomitalia.it	1,182	1.09
11	swbell.net	993	0.91
12	qwest.net	904	0.83
13	standardshell.net	871	0.80
14	duenorthmedia.com	753	0.69
15	ntl.com	729	0.67
16	comcastbusiness.net	686	0.63
17	ameritech.net	680	0.63
18	rogers.com	656	0.60
19	embarqhsd.net	521	0.48
20	pacbell.net	496	0.46
21	twtelecom.net	452	0.42
22	zjtelecom.com.cn	444	0.41
23	bell.ca	439	0.40
24	shawcable.net	419	0.39
25	mindspring.com	419	0.39
<b>TOTAL</b>		<b>42,385</b>	<b>39.04</b>

TOP 50 REQUESTED PAGES			
Rank	URL	Page Requests	Percentage
1	/index.htm	9,616	8.86
2	/directories/indextemplate2.cfm	4,473	4.12
3	/ssinsider/snapshot/sf030915.htm	3,899	3.59
4	/directories/index.cfm	2,816	2.59
5	/issues/2008/mar/topmetros/	2,400	2.21
6	/issues/2007/sep/infrastructure/	2,229	2.05
7	/issues/2008/mar/cover/	1,967	1.81
8	/ssinsider/snapshot/sf050103.htm	1,896	1.75
9	/issues/2008/mar/topmicros/	1,267	1.17
10	/ssinsider/pwatch/pw041025.htm	974	0.90
11	/ssinsider/snapshot/sf040816.htm	838	0.77
12	/ssinsider/snapshot/sf030804.htm	752	0.69
13	/ssinsider/snapshot/sf011210.htm	713	0.66
14	/issues/2008/mar/topindustries/index.htm	540	0.50
15	/promos/newpreview.cfm	522	0.48
16	/ssinsider/pwatch/pw030616.htm	487	0.45
17	/issues/2008/mar/cover/07scoreboard.pdf	445	0.41
18	/ssinsider/index.htm	438	0.40
19	/issues/2008/jan/cover/	429	0.40
20	/ssinsider/incentive/ti0304.htm	420	0.39
21	/subscribe/index.cfm	412	0.38
22	/ssinsider/bbdeal/	399	0.37
23	/features/2005/sept/toputilities/	383	0.35
24	/ssinsider/bbdeal/bd040705.htm	373	0.34
25	/features/2007/sep/malaysia/malaysia.htm	365	0.34
26	/renew/index.cfm	350	0.32
27	/ssinsider/snapshot/sf030818.htm	328	0.30
28	/ssinsider/bbdeal/bd041129.htm	326	0.30
29	/letters/index.htm	305	0.28
30	/ssinsider/bbdeal/bd040621.htm	303	0.28
31	/ssinsider/bbdeal/archive.htm	294	0.27
32	/issues/2008/jan/	293	0.27
33	/ssinsider/bbdeal/bd050131.htm	281	0.26
34	/ssinsider/pwatch/pw030915.htm	281	0.26
35	/ssinsider/bbdeal/bd040419.htm	280	0.26
36	/issues/2006/sep/toputilities/	275	0.25
37	/readers/response.cfm	271	0.25
38	/ssinsider/snapshot/sf031117.htm	264	0.24
39	/directories/international/	250	0.23
40	/ssinsider/pwatch/	249	0.23
41	/ssinsider/bbdeal/bd061016.htm	246	0.23
42	/ssinsider/incentive/	240	0.22
43	/issues/2006/mar/p144/disasters.htm	238	0.22
44	/ssinsider/snapshot/sf050214.htm	234	0.22
45	/press/index.htm	233	0.21
46	/ssinsider/bbdeal/bd001113.htm	231	0.21
47	/ssinsider/snapshot/	229	0.21
48	/ssinsider/snapshot/archive.htm	223	0.21
49	/features/2007/sep/texas/	218	0.20
50	/ssinsider/bbdeal/bd010813.htm	217	0.20
	<b>TOTAL</b>	<b>45,712</b>	<b>42.11</b>