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Report: Summary - mathgoodies.com
Date Range: 03/01/2010 - 03/31/2010

First Time Unique Visitors	768,508.00
Prior Unique Visitors	65,567.00
Total Unique Visitors	834,075.00
Average First Time Unique Visitors Per Day	24,790.58
Average Prior Unique Visitors Per Day	2,115.06
Average Unique Visitors Per Day	26,905.65
Initial Sessions	834,075.00
Repeat Sessions	117,183.00
Total Unique Visitor Sessions	951,258.00
Average Initial Session Per Day	26,905.65
Average Repeat Sessions Per Day	3,780.10
Average Unique Visitor Sessions Per Day	30,685.74

Help Information:

Visitors & Sessions Summary

This report is broken down into four sections: Visitor Totals, Visitor Averages, Session Totals, and Session Averages. Totals are calculated for the selected Date Range and averages are computed by dividing the totals by the number of non-zero days in the selected Date Range.

- **First Time Unique Visitors:** Visitors that have not been on your site at any time prior to the current Date Range.
- **Prior Unique Visitors:** Visitors that have been on your site at least once prior to the Date Range.
- **Total Unique Visitors:** A Unique Visitor may have more than one session during the Date Range, but is only counted once for the current Date Range, either as a First Time Unique Visitor or a Prior Unique Visitor.
- **Initial Sessions:** Only a Visitor's first Session during the current Date Range is counted as the Initial Session. This number is equivalent to the number of Unique Visitors for the Date Range since each is counted once.
- **Repeat Sessions:** If a Visitor has more than one session during the Date Range, all but the first are counted as repeat sessions.
- **Total Unique Visitor Sessions:** A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions are tracked for each Unique Visitor and classified as either an Initial Session or a Repeat Session.

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