

## Express & Star

MAY 2010	Uniques	Visits	Impressions
<b>Traffic Summary</b>	<b>457,313</b>	<b>1,248,717</b>	<b>5,476,998</b>
Sport			1,853,497
News			1,065,586
- Wolverhampton news			65,464
- Dudley news			35,541
- Sandwell news			24,913
- Walsall news			22,287
- Cannock news			12,531
- Other tagged news			52,987
Home page			801,562
Jobs			524,010
Pictures			303,431
Classifieds			225,141
Other Pages			159,836
Election			68,609
Entertainment			52,321
Search			49,039
Property			37,146
Business			30,908
Lifestyle			29,062
Weather			13,075
Fantasy Football			11,175
Blogs			10,809
Travel			8,782
About us			7,421
Motors			5,967
Education			4,876
Video			1,022

### Video Play Results

#### Express & Star

Number of plays 25,215

#### Top 5 videos:

Have a go heroes stop robbers	3,689
No end to elephants talent	3,352
Brief clip - boy dies after shop crash	2,563
Wolves End of Season dinner	1,324
fly tipper caught on CCTV	1,271

#### Glossary of terms:

**Uniques:** The number of individual users that visited the site during the month  
**Visits:** The number of visits, including repeat visits to the site during the month. Note:  
**Impressions:** The number of individual pages viewed by users on the website during

## Shropshire Star

MAY 2010	Uniques	Visits	Impressions
<b>Traffic Summary</b>	<b>220,992</b>	<b>339,863</b>	<b>1,705,719</b>
News			416,585
- Telford news			3,557
- Shrewsbury news			1,705
- Bridgnorth news			482
- Oswestry news			1,093
- North Shropshire news			134
- Other tagged news			13,230
Jobs			337,848
Home page			245,415
Classified			224,127
Other Pages			140,696
Sport			115,395
Pictures			51,738
Property			27,297
Lifestyle			25,086
Election 2010			24,657
Search			24,444
Entertainment			10,018
Weather			7,984
Education			5,826
Business			5,457
Blogs			4,910
Fantasy Football			4,789
Motors			3,802
About Us			3,511
Video			2,783
Travel			2,543
Podcasts			608

### Video Play Results

#### Shropshire Star

Number of plays 19,558

#### Top 5 videos:

UFOs in the sky above Shrewsbury	1,697
Residents tell of shock at shop fire	1,575
Gordon Brown visits county	1,299
WALES_WEM-1-20090923-074610-BST	1,287
Blaze destroys Telford shop	1,007

Source: Google Analytics