

Express & Star

AUGUST 2010	Uniques	Visits	Impressions
Traffic Summary	574,488	1,432,129	6,537,904
Sport			2,243,425
News			1,186,707
Wolverhampton news			86,826
Dudley news			37,618
Walsall news			37,077
Sandwell news			34,553
Cannock news			13,281
Home page			887,566
Jobs			552,671
Picture Galleries & Video			404,017
Other Sections			378,808
Classifieds			199,307
Announcements			153,993
Property			79,046
Search			57,788
Entertainment			38,086
Lifestyle			37,711
Business			36,742
Blogs			22,295
Motors			11,794
Weather			10,631
Education			10,466
Travel			8,886
About us			8,610

Video Play Results

Express & Star

Number of plays 29,443

Top 5 videos:

Football fans taunt police	4,040
Steve Bull & Robert Plant talk charity	3,333
Wolves' chances assessed by our columnists	1,679
Armed police seal of village road	1,396
Wolves Bilbao full time	906

Glossary of terms:

Uniques: The number of individual browsers that accessed the site during the month.

Visits: The number of visits, including repeat visits to the site during the month. Note: One unique may make multiple visits to the site.

Impressions: The number of individual pages viewed by users on the website during the month.

Shropshire Star

AUGUST 2010	Uniques	Visits	Impressions
Traffic Summary	233,967	392,348	2,107,099
News			624,782
Telford news			26,193
Shrewsbury news			19,586
Oswestry news			6,733
Bridgnorth news			4,443
North Shropshire news			4,149
Jobs			280,914
Home page			260,584
Classified			192,868
Other Sections			163,780
Sport			115,123
Announcements			114,490
Property			60,323
Entertainment			58,606
Picture Galleries & Video			42,484
Education			38,160
Lifestyle			26,528
Search			26,088
Business			13,247
Motors			7,571
Blogs			7,071
Weather			6,843
About Us			3,874
Travel			2,220
Podcasts			439

Video Play Results

Shropshire Star

Number of plays 10,185

Top 5 videos:

UFOs in the sky above Shrewsbury	1,127
Judas Priest star KK Downing's Shropshire golf...	1,117
Highlights: Bucks collect SD Cup	642
Lionel Ainsworth talks about Town move	508
V Festival 2010 Reader diary	495
Shrewsbury Flower Show preview	469

Source: Google Analytics