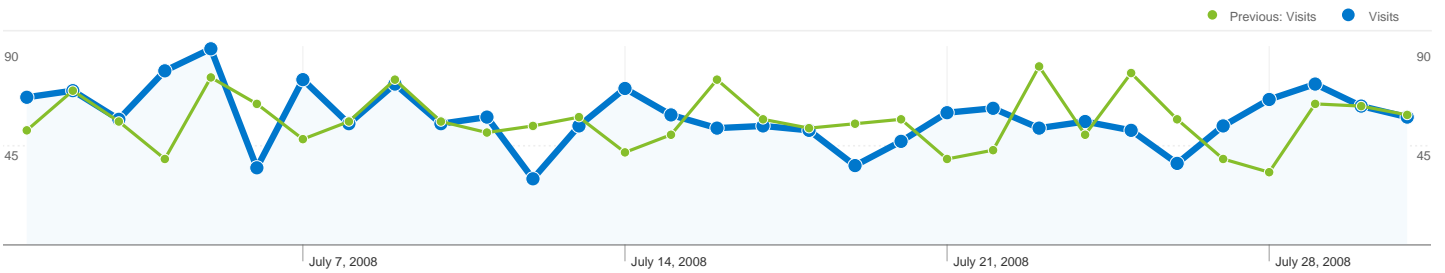


Dashboard

Jul 1, 2008 - Jul 31, 2008
Comparing to: Jul 1, 2007 - Jul 31, 2007



Site Usage

1,803 Visits

Previous: 1,750 (3.03%)

39.71% Bounce Rate

Previous: 38.57% (2.96%)

7,755 Pageviews

Previous: 8,076 (-3.97%)

00:02:36 Avg. Time on Site

Previous: 00:02:52 (-9.05%)

4.30 Pages/Visit

Previous: 4.61 (-6.80%)

74.15% % New Visits

Previous: 78.57% (-5.62%)

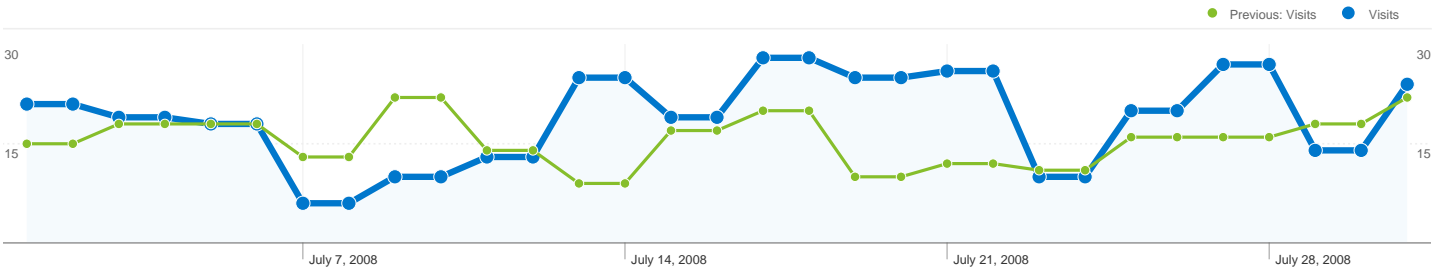
Referring Sites

Source	Visits	% visits
.com		
Jul 1, 2008 - Jul 31, 2008	232	38.47%
Jul 1, 2007 - Jul 31, 2007	14	2.85%
% Change	1,557.14%	1,557.14%
.com		
Jul 1, 2008 - Jul 31, 2008	83	13.76%
Jul 1, 2007 - Jul 31, 2007	69	14.02%
% Change	20.29%	20.29%
.com		
Jul 1, 2008 - Jul 31, 2008	38	6.30%
Jul 1, 2007 - Jul 31, 2007	47	9.55%
% Change	-19.15%	-19.15%
.com		
Jul 1, 2008 - Jul 31, 2008	34	5.64%
Jul 1, 2007 - Jul 31, 2007	15	3.05%
% Change	126.67%	126.67%
.com		

Search Engines

Source	Visits	% visits
google		
Jul 1, 2008 - Jul 31, 2008	602	75.06%
Jul 1, 2007 - Jul 31, 2007	728	76.96%
% Change	-17.31%	-17.31%
yahoo		
Jul 1, 2008 - Jul 31, 2008	103	12.84%
Jul 1, 2007 - Jul 31, 2007	96	10.15%
% Change	7.29%	7.29%
msn		
Jul 1, 2008 - Jul 31, 2008	38	4.74%
Jul 1, 2007 - Jul 31, 2007	67	7.08%
% Change	-43.28%	-43.28%
live		
Jul 1, 2008 - Jul 31, 2008	29	3.62%
Jul 1, 2007 - Jul 31, 2007	26	2.75%
% Change	11.54%	11.54%
ask		

Jul 1, 2008 - Jul 31, 2008	27	4.48%	Jul 1, 2008 - Jul 31, 2008	13	1.62%
Jul 1, 2007 - Jul 31, 2007	0	0.00%	Jul 1, 2007 - Jul 31, 2007	6	0.63%
% Change	100.00%	100.00%	% Change	116.67%	116.67%

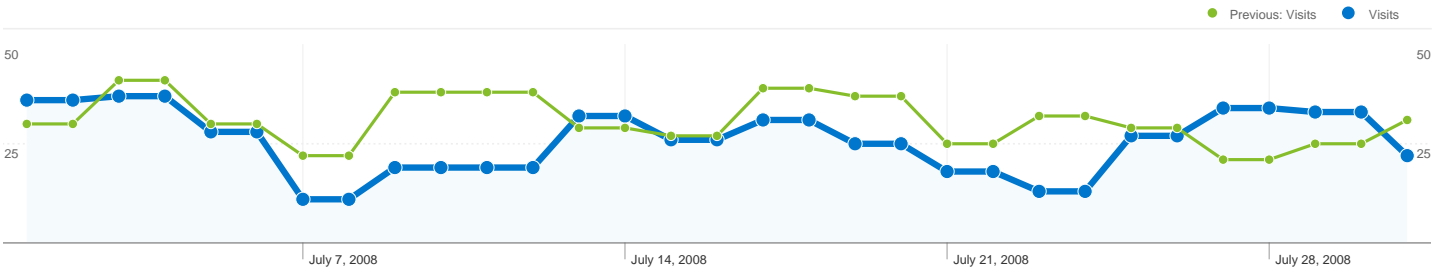


Referring sites sent 603 visits via 107 sources in the "All Visits" segment

Site Usage

Visits 603	Pages/Visit 4.38	Avg. Time on Site 00:02:35	% New Visits 83.58%	Bounce Rate 35.32%	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
utah.com					
July 1, 2008 - July 31, 2008	232	4.11	00:02:32	87.93%	38.79%
July 1, 2007 - July 31, 2007	14	3.43	00:02:09	92.86%	28.57%
% Change	1,557.14%	19.94%	18.12%	-5.31%	35.78%
orvis.com					
July 1, 2008 - July 31, 2008	83	5.81	00:04:07	73.49%	9.64%
July 1, 2007 - July 31, 2007	69	7.96	00:07:24	66.67%	27.54%
% Change	20.29%	-27.01%	-44.39%	10.24%	-65.00%
dinoland.com					
July 1, 2008 - July 31, 2008	38	2.50	00:01:23	94.74%	55.26%
July 1, 2007 - July 31, 2007	47	4.00	00:01:56	97.87%	34.04%
% Change	-19.15%	-37.50%	-28.55%	-3.20%	62.34%
fishgreenriver.com					
July 1, 2008 - July 31, 2008	34	3.38	00:01:17	88.24%	52.94%
July 1, 2007 - July 31, 2007	15	2.73	00:02:08	93.33%	66.67%
% Change	126.67%	23.74%	-40.17%	-5.46%	-20.59%
rponline.com					
July 1, 2008 - July 31, 2008	27	6.26	00:02:55	59.26%	22.22%
July 1, 2007 - July 31, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
gamebirdhunts.com					
July 1, 2008 - July 31, 2008	24	6.04	00:04:05	91.67%	12.50%
July 1, 2007 - July 31, 2007	28	5.29	00:02:23	89.29%	14.29%

% Change	-14.29%	14.30%	71.32%	2.67%	-12.50%
duchesne.net					
July 1, 2008 - July 31, 2008	20	5.40	00:03:05	90.00%	25.00%
July 1, 2007 - July 31, 2007	20	5.40	00:06:34	75.00%	30.00%
% Change	0.00%	0.00%	-53.05%	20.00%	-16.67%
myutahvacation.com					
July 1, 2008 - July 31, 2008	14	3.71	00:02:18	78.57%	35.71%
July 1, 2007 - July 31, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
redrockadventure.com					
July 1, 2008 - July 31, 2008	13	4.23	00:01:07	100.00%	15.38%
July 1, 2007 - July 31, 2007	8	3.88	00:00:31	100.00%	37.50%
% Change	62.50%	9.18%	118.16%	0.00%	-58.97%
fishingworks.com					
July 1, 2008 - July 31, 2008	11	6.91	00:03:18	81.82%	18.18%
July 1, 2007 - July 31, 2007	17	2.35	00:00:51	94.12%	58.82%
% Change	-35.29%	193.64%	287.16%	-13.07%	-69.09%
					1 - 10 of 107



Search sent 802 total visits via 10 sources in the "All Visits" segment

Site Usage

Visits 802		Pages/Visit 4.66		Avg. Time on Site 00:02:54		% New Visits 71.57%		Bounce Rate 35.16%	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate				
google									
July 1, 2008 - July 31, 2008	602	4.82	00:02:58	71.76%	33.55%				
July 1, 2007 - July 31, 2007	728	4.31	00:02:27	78.02%	41.35%				
% Change	-17.31%	11.83%	20.81%	-8.02%	-18.84%				
yahoo									
July 1, 2008 - July 31, 2008	103	4.13	00:02:43	64.08%	36.89%				
July 1, 2007 - July 31, 2007	96	4.66	00:02:35	86.46%	43.75%				
% Change	7.29%	-11.38%	5.39%	-25.89%	-15.67%				
msn									
July 1, 2008 - July 31, 2008	38	5.71	00:03:17	76.32%	39.47%				
July 1, 2007 - July 31, 2007	67	4.91	00:02:49	77.61%	47.76%				
% Change	-43.28%	16.29%	16.58%	-1.67%	-17.35%				
live									
July 1, 2008 - July 31, 2008	29	2.62	00:00:40	82.76%	58.62%				
July 1, 2007 - July 31, 2007	26	6.04	00:02:32	76.92%	34.62%				
% Change	11.54%	-56.60%	-73.80%	7.59%	69.35%				
ask									
July 1, 2008 - July 31, 2008	13	4.23	00:06:14	69.23%	30.77%				
July 1, 2007 - July 31, 2007	6	2.17	00:00:23	100.00%	83.33%				
% Change	116.67%	95.27%	1,561.20%	-30.77%	-63.08%				
aol									
July 1, 2008 - July 31, 2008	11	3.45	00:01:45	90.91%	36.36%				
July 1, 2007 - July 31, 2007	18	4.11	00:03:31	66.67%	11.11%				

% Change	-38.89%	-15.97%	-50.36%	36.36%	227.27%
search					
July 1, 2008 - July 31, 2008	3	3.67	00:00:58	100.00%	33.33%
July 1, 2007 - July 31, 2007	4	13.00	00:07:35	25.00%	0.00%
% Change	-25.00%	-71.79%	-87.17%	300.00%	100.00%
cnn					
July 1, 2008 - July 31, 2008	2	4.50	00:00:45	0.00%	50.00%
July 1, 2007 - July 31, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	0.00%	100.00%
netscape					
July 1, 2008 - July 31, 2008	1	3.00	00:05:52	100.00%	0.00%
July 1, 2007 - July 31, 2007	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	0.00%
altavista					
July 1, 2008 - July 31, 2008	0	0.00	00:00:00	0.00%	0.00%
July 1, 2007 - July 31, 2007	1	3.00	00:00:34	100.00%	0.00%
% Change	-100.00%	-100.00%	-100.00%	-100.00%	0.00%
					1 - 10 of 10