



Why choose Chapleau.ca?

Heavy Traffic

The Portal sees over 11,000 visitors per month, with an average of 350 visitors per day. There is an upward trend, with traffic increasing 20% every month.

High Visitor Retention

Visitors are not just coming in, they are sticking around. On average, a visitor explores 3-4 pages per visit. 80% of all visitors are return visitors.

High Visitor Frequency

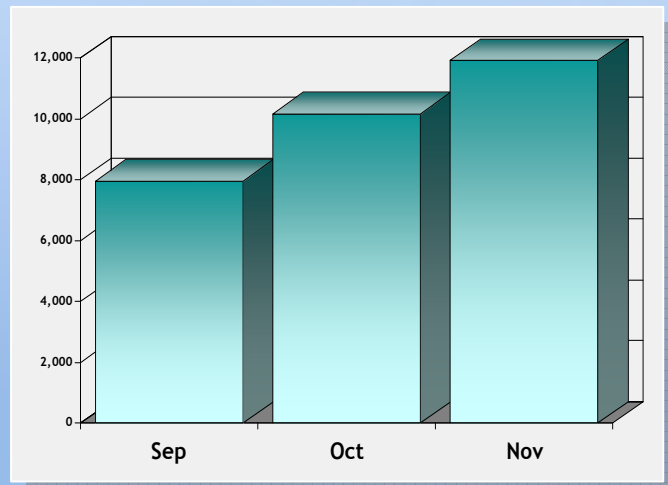
94% of all return visitors return within a week. 66% return the very next day.

Peak days

Weekdays Monday to Thursday enjoy twice as many visits than days in the weekend (Friday to Sunday).

Peak times

Peak times begin at 3pm (after school/after work), 8pm (after dinner), and 10am.

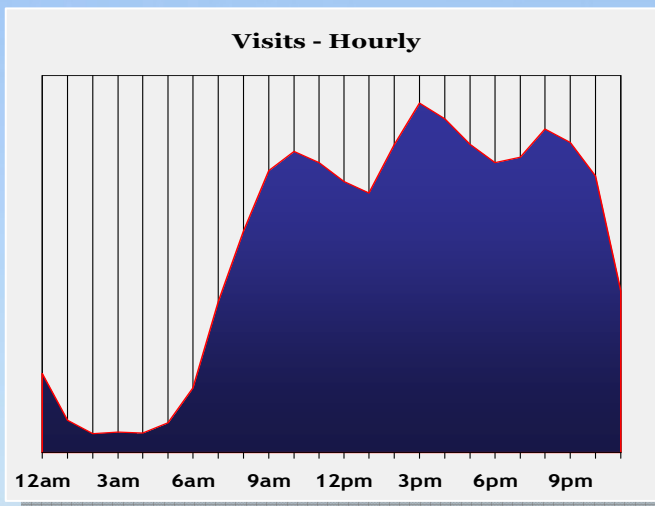


Top 10 Most Popular Pages

1. Visitors
2. Residents
3. My Chapleau
4. Marketplace - Business Directory
5. Community - Discussion Forums
6. Marketplace - Job Opportunities
7. Community - Township of Chapleau
8. Health - CHS - General Hospital
9. Connecting Chapleau - FAQs
10. Health - Chapleau Health Services

Most Popular Microportals

1. Community
2. Marketplace
3. Explore Chapleau
4. Connecting Chapleau
5. Health
6. Education





Diverse Audience

While 70% visits come from Chapleau, 24% of visitors hail from other parts of Ontario, with the remaining 6% originating from all across North America, Europe, Asia, and Australia.

Referring Source

Approximately 75% of users arrive by entering www.chapleau.ca via bookmarks, Wireless Mesh captive portal, or directly into their browsers. 15% discover Chapleau.ca from search engines such as Google and MSN Search. The rest arrive by clicking links from other sites such as Chapleau.com and Wawadigest.com.

Languages

According to the language setting on their browsers, 97% of all visitors are using English as their primary language online. 2% of visitors are using French as their primary language online. Over 99% of all visitors access the Portal's English section.

Fast Connection Speeds

87% of all visitors are on a broadband service (DSL, wireless, etc.). 8% are using dialup.

Top 3 Most Popular Browsers

1. Internet Explorer 6 (80%)
2. Internet Explorer 7 (9%)
3. Mozilla Firefox 2.0 (5%)



Top Search Queries That Find Chapleau

1. "chapleau.ca" and similar (41%)
2. "chapleau" and similar (11%)
3. "northern haul contracting" (8%)
4. "connecting chapleau" (8%)
5. "township of chapleau" (7%)
6. "rebekah's chapleau" (6%)
7. "chapleau election results" (5%)
8. "chapleau valumart" (3%)
9. "bizick" (2%)
10. "chapleau news" (2%)

Statistics derived from September – November 2006 timeframe