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About this capture

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Web Stats 2013

Published September 6, 2013

Chris from the Web Team here with a summary of the visits Diana's site got during her incredible swim.

Visits were significantly higher than her August 2012 attempt:

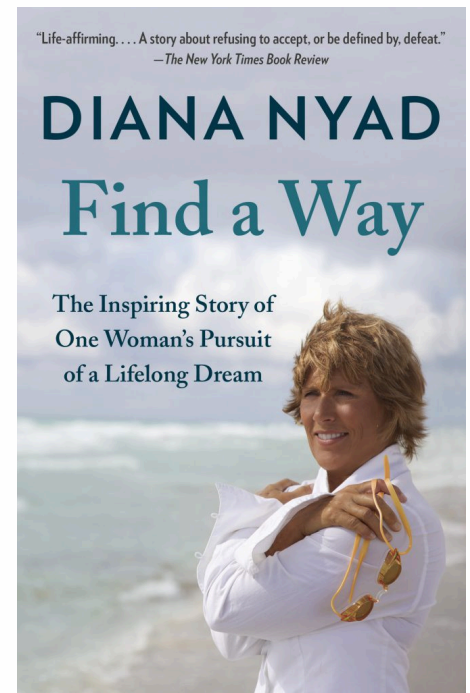


(Click any of these images for the full view – many are clipped.)

All told, Diana received over 1 million visits for her swim, from over 600,000 unique visitors.

As Google notes, this was an increase of “1,276.67%” – to the visitor that gave us that extra .67%, Google noticed. They care.

Users visited from all over the world, but the US dominated as usual; it's unfortunate we can't show this heatmap with the US excluded to better show international visitors.



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1 785,208

Primary Dimension: Country / Territory City Continent Sub Continent Region

Secondary dimension		advanced	
Country / Territory	Visits	Visits	
	932,977	932,977	
	% of Total: 100.01% (932,921)	% of Total: 100.01% (932,921)	
1. United States	787,359	84.39%	
2. Canada	35,354	3.79%	
3. United Kingdom	32,818	3.52%	
4. Finland	10,692	1.15%	
5. Germany	6,538	0.70%	

The one region that differed significantly was the UK – down significantly, presumably because of the significant number of people visiting the 2012 Olympics last year who shared an interest in Diana's swim:

1. United States	289,209	81.76%
2. United Kingdom	15,627	4.42%

Given the US was the majority of visits, here's a breakdown by state, with states that touch an ocean expressing the most interest in a swim through the ocean:

568 99,746

Primary Dimension: Region City Metro Other

Secondary dimension

advanced

Region		Visits	Visits
		787,832	787,832
		% of Total: 84.45% (932,921)	% of Total: 84.45% (932,921)
1.	California	99,746	12.66%
2.	Florida	92,171	11.70%
3.	New York	55,947	7.10%
4.	Texas	46,459	5.90%
5.	Illinois	34,104	4.33%
6.	Massachusetts	33,030	4.19%

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