

# Report

HVAR.IS  
**Section: Whole web**  
01.01.2009 - 30.09.2009



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# Report Summary

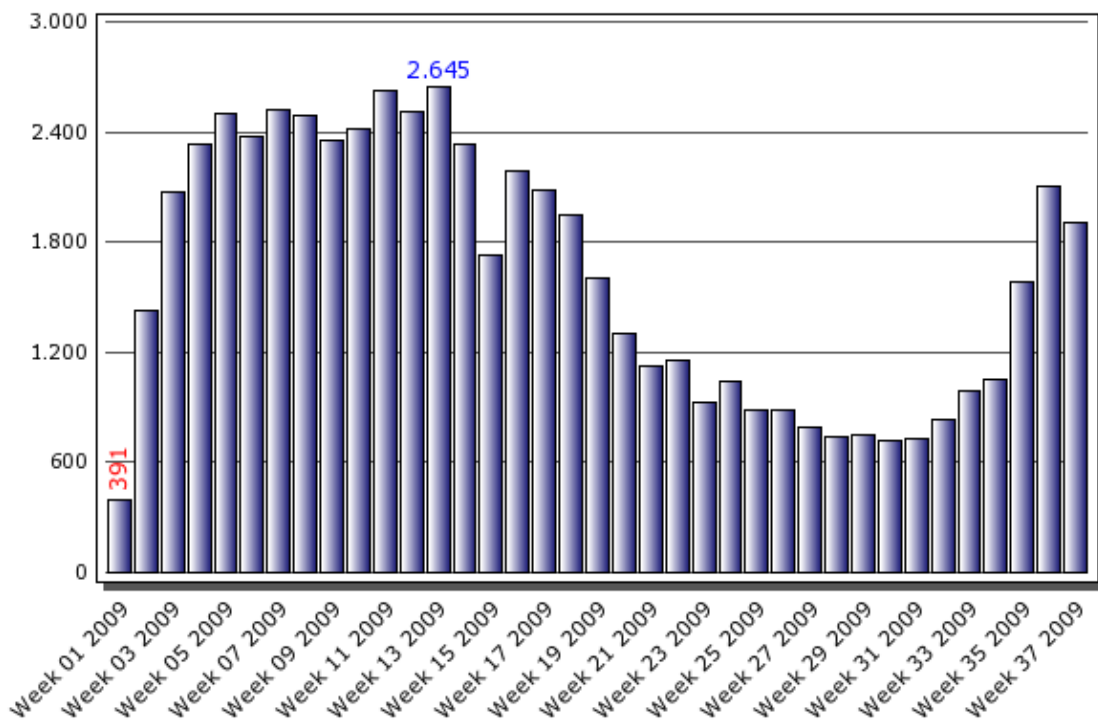
- Your site had most weekly users in **week 13 2009** where it had 2.645 unique users and 8.156 page impressions. However most page impressions were made in **week 05 2009** where the site had 8.457 impressions, 2.505 unique visitors and 4.332 sessions.
- On an average basis 1.623 users read 5.153 pages on hvar.is(**Whole web**) weekly in 2.786 sessions.
- Most read page was forsida which was read 144.531 times. Second most was Leit which was read 10.619 times and the third most read page was Ordabaekur which was read 8.564 times.
- 96% of your users came from Iceland.

# Weekly Users

Modernus Info

## Weekly Users

The same way that Daily Users are only counted once during the day, Weekly Users are only counted once during the week. It is a *single count*, which means that no user is counted and registered more than once. If you click on a week in the calendar, blue lines appear in the bar chart to show the average number of weekly users for each week day during the last four weeks.



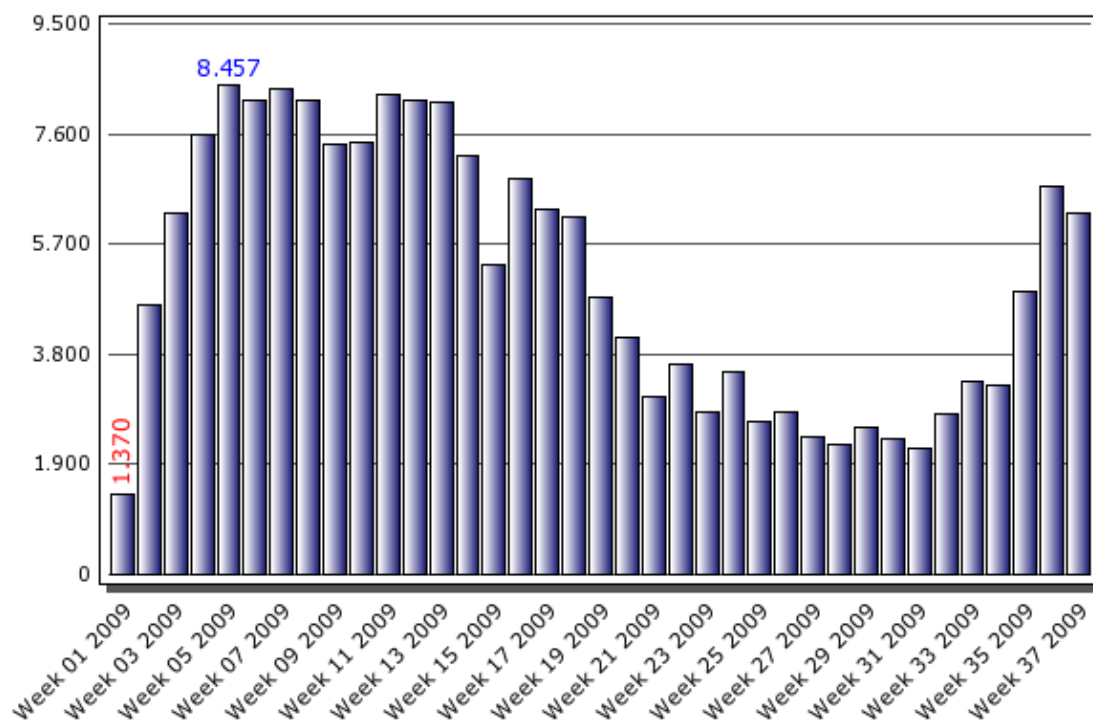
| Time/Date    | Users | Of this list |
|--------------|-------|--------------|
| Week 01 2009 | 391   | 0,65%        |
| Week 02 2009 | 1.425 | 2,37%        |
| Week 03 2009 | 2.075 | 3,45%        |
| Week 04 2009 | 2.332 | 3,88%        |
| Week 05 2009 | 2.505 | 4,17%        |
| Week 06 2009 | 2.376 | 3,96%        |
| Week 07 2009 | 2.520 | 4,20%        |
| Week 08 2009 | 2.494 | 4,15%        |
| Week 09 2009 | 2.357 | 3,92%        |
| Week 10 2009 | 2.422 | 4,03%        |
| Week 11 2009 | 2.628 | 4,38%        |
| Week 12 2009 | 2.513 | 4,18%        |
| Week 13 2009 | 2.645 | 4,40%        |
| Week 14 2009 | 2.340 | 3,90%        |
| Week 15 2009 | 1.734 | 2,89%        |
| Week 16 2009 | 2.186 | 3,64%        |
| Week 17 2009 | 2.087 | 3,47%        |
| Week 18 2009 | 1.947 | 3,24%        |
| Week 19 2009 | 1.604 | 2,67%        |
| Week 20 2009 | 1.304 | 2,17%        |

|                 |              |             |
|-----------------|--------------|-------------|
| Week 21 2009    | 1.119        | 1,86%       |
| Week 22 2009    | 1.150        | 1,91%       |
| Week 23 2009    | 929          | 1,55%       |
| Week 24 2009    | 1.044        | 1,74%       |
| Week 25 2009    | 881          | 1,47%       |
| Week 26 2009    | 882          | 1,47%       |
| Week 27 2009    | 791          | 1,32%       |
| Week 28 2009    | 740          | 1,23%       |
| Week 29 2009    | 745          | 1,24%       |
| Week 30 2009    | 714          | 1,19%       |
| Week 31 2009    | 722          | 1,20%       |
| Week 32 2009    | 835          | 1,39%       |
| Week 33 2009    | 983          | 1,64%       |
| Week 34 2009    | 1.046        | 1,74%       |
| Week 35 2009    | 1.587        | 2,64%       |
| Week 36 2009    | 2.102        | 3,50%       |
| Week 37 2009    | 1.908        | 3,18%       |
| <b>Average:</b> | <b>1.623</b> | <b>100%</b> |

# Page impressions

## Modernus Info Page Impressions

One page impression is defined as one completed connection between browser and server, that is where the page has been completely downloaded. This makes the figures in the bar chart and the list very accurate and reliable, and it tells the webmaster exactly how many pages the users have been looking at during the hours of the day. If you click on a week in the calendar, blue lines appear in the bar chart, and they show the average number of impressions for each day during the last four weeks.



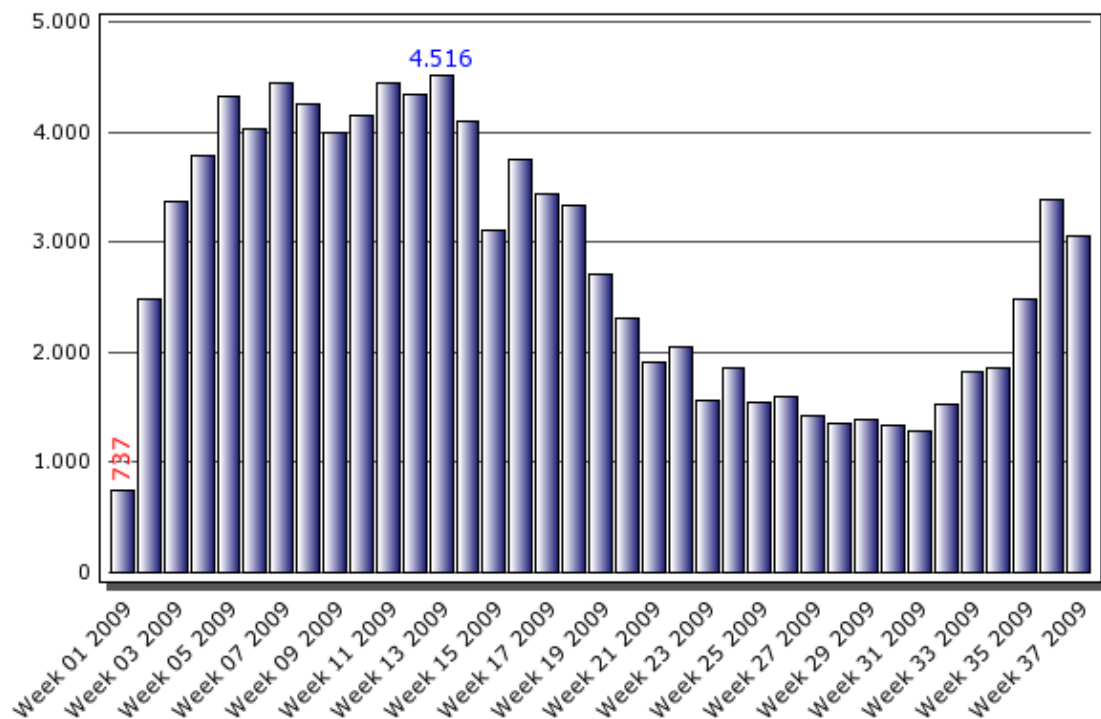
| Time/Date    | Impressions | Of this list |
|--------------|-------------|--------------|
| Week 01 2009 | 1.370       | 0,72%        |
| Week 02 2009 | 4.653       | 2,44%        |
| Week 03 2009 | 6.231       | 3,27%        |
| Week 04 2009 | 7.599       | 3,99%        |
| Week 05 2009 | 8.457       | 4,44%        |
| Week 06 2009 | 8.188       | 4,29%        |
| Week 07 2009 | 8.378       | 4,39%        |
| Week 08 2009 | 8.199       | 4,30%        |
| Week 09 2009 | 7.425       | 3,89%        |
| Week 10 2009 | 7.455       | 3,91%        |
| Week 11 2009 | 8.306       | 4,36%        |
| Week 12 2009 | 8.204       | 4,30%        |
| Week 13 2009 | 8.156       | 4,28%        |
| Week 14 2009 | 7.217       | 3,79%        |
| Week 15 2009 | 5.330       | 2,80%        |
| Week 16 2009 | 6.851       | 3,59%        |
| Week 17 2009 | 6.290       | 3,30%        |
| Week 18 2009 | 6.182       | 3,24%        |
| Week 19 2009 | 4.794       | 2,51%        |
| Week 20 2009 | 4.083       | 2,14%        |

|               |                |             |
|---------------|----------------|-------------|
| Week 21 2009  | 3.074          | 1,61%       |
| Week 22 2009  | 3.626          | 1,90%       |
| Week 23 2009  | 2.801          | 1,47%       |
| Week 24 2009  | 3.508          | 1,84%       |
| Week 25 2009  | 2.633          | 1,38%       |
| Week 26 2009  | 2.809          | 1,47%       |
| Week 27 2009  | 2.363          | 1,24%       |
| Week 28 2009  | 2.249          | 1,18%       |
| Week 29 2009  | 2.530          | 1,33%       |
| Week 30 2009  | 2.318          | 1,22%       |
| Week 31 2009  | 2.166          | 1,14%       |
| Week 32 2009  | 2.779          | 1,46%       |
| Week 33 2009  | 3.330          | 1,75%       |
| Week 34 2009  | 3.270          | 1,72%       |
| Week 35 2009  | 4.876          | 2,56%       |
| Week 36 2009  | 6.717          | 3,52%       |
| Week 37 2009  | 6.244          | 3,27%       |
| <b>Total:</b> | <b>190.661</b> | <b>100%</b> |

# Sessions

## Modernus Info User Sessions

This list tells you how often the website is used in particular hours during the day. Each user can only make one session per hour, and a maximum of 24 sessions per day. If you click on a certain week in the calendar, blue lines in the bar chart tells you the average number of sessions for each week day during the last four weeks.



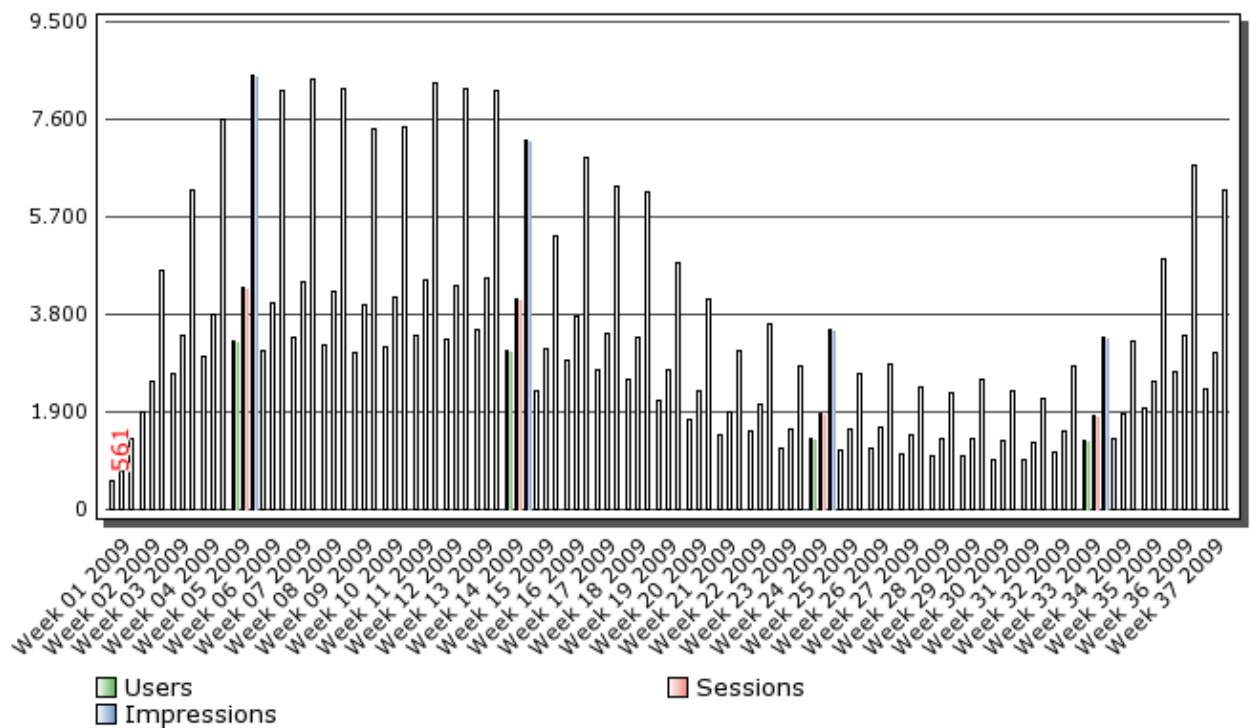
| Time/Date    | Sessions | Of this list |
|--------------|----------|--------------|
| Week 01 2009 | 737      | 0,71%        |
| Week 02 2009 | 2.484    | 2,41%        |
| Week 03 2009 | 3.373    | 3,27%        |
| Week 04 2009 | 3.790    | 3,68%        |
| Week 05 2009 | 4.332    | 4,20%        |
| Week 06 2009 | 4.039    | 3,92%        |
| Week 07 2009 | 4.446    | 4,31%        |
| Week 08 2009 | 4.253    | 4,13%        |
| Week 09 2009 | 3.996    | 3,88%        |
| Week 10 2009 | 4.147    | 4,02%        |
| Week 11 2009 | 4.456    | 4,32%        |
| Week 12 2009 | 4.351    | 4,22%        |
| Week 13 2009 | 4.516    | 4,38%        |
| Week 14 2009 | 4.097    | 3,97%        |
| Week 15 2009 | 3.108    | 3,02%        |
| Week 16 2009 | 3.762    | 3,65%        |
| Week 17 2009 | 3.440    | 3,34%        |
| Week 18 2009 | 3.341    | 3,24%        |
| Week 19 2009 | 2.711    | 2,63%        |
| Week 20 2009 | 2.311    | 2,24%        |
| Week 21 2009 | 1.900    | 1,84%        |
| Week 22 2009 | 2.053    | 1,99%        |

|               |                |             |
|---------------|----------------|-------------|
| Week 23 2009  | 1.562          | 1,52%       |
| Week 24 2009  | 1.859          | 1,80%       |
| Week 25 2009  | 1.539          | 1,49%       |
| Week 26 2009  | 1.590          | 1,54%       |
| Week 27 2009  | 1.422          | 1,38%       |
| Week 28 2009  | 1.352          | 1,31%       |
| Week 29 2009  | 1.380          | 1,34%       |
| Week 30 2009  | 1.337          | 1,30%       |
| Week 31 2009  | 1.281          | 1,24%       |
| Week 32 2009  | 1.518          | 1,47%       |
| Week 33 2009  | 1.824          | 1,77%       |
| Week 34 2009  | 1.852          | 1,80%       |
| Week 35 2009  | 2.485          | 2,41%       |
| Week 36 2009  | 3.389          | 3,29%       |
| Week 37 2009  | 3.051          | 2,96%       |
| <b>Total:</b> | <b>103.084</b> | <b>100%</b> |

# Usage Pattern

## Modernus Info Usage Pattern

This is a table that shows three things at the same time in order to give a good overview: Page Impressions (blue colour), Sessions (red colour) and Daily Users (green colour). The list shows the exact numbers of users, sessions and impressions for every hour during the day. However, if you choose to look at a whole week, the list will show the numbers for every day instead of every hour.



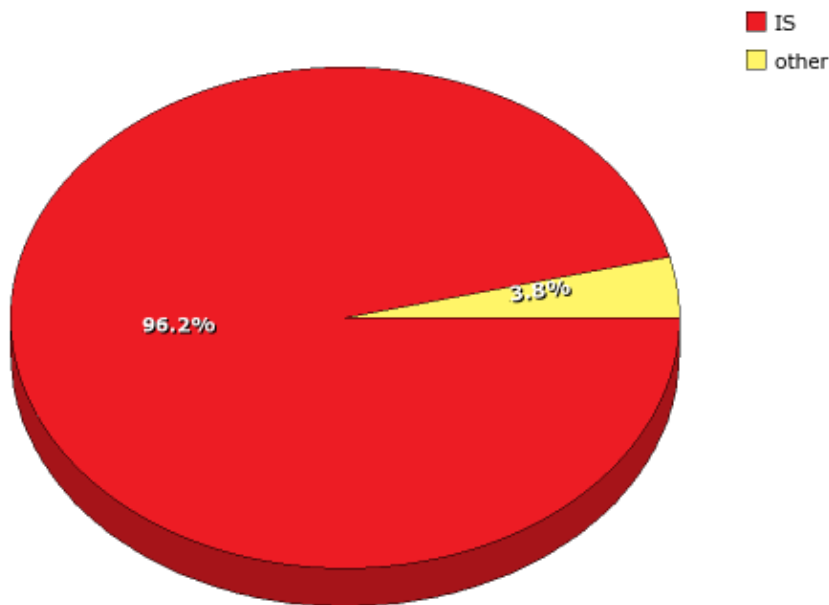
| Time/Date    | Users | Sessions | Impressions |
|--------------|-------|----------|-------------|
| Week 01 2009 | 561   | 737      | 1370        |
| Week 02 2009 | 1897  | 2484     | 4653        |
| Week 03 2009 | 2621  | 3373     | 6231        |
| Week 04 2009 | 2958  | 3790     | 7599        |
| Week 05 2009 | 3269  | 4332     | 8457        |
| Week 06 2009 | 3101  | 4039     | 8188        |
| Week 07 2009 | 3329  | 4446     | 8378        |
| Week 08 2009 | 3214  | 4253     | 8199        |
| Week 09 2009 | 3051  | 3996     | 7425        |
| Week 10 2009 | 3165  | 4147     | 7455        |
| Week 11 2009 | 3400  | 4456     | 8306        |
| Week 12 2009 | 3320  | 4351     | 8204        |
| Week 13 2009 | 3507  | 4516     | 8156        |
| Week 14 2009 | 3103  | 4097     | 7217        |
| Week 15 2009 | 2311  | 3108     | 5330        |
| Week 16 2009 | 2883  | 3762     | 6851        |
| Week 17 2009 | 2696  | 3440     | 6290        |
| Week 18 2009 | 2526  | 3341     | 6182        |
| Week 19 2009 | 2109  | 2711     | 4794        |
| Week 20 2009 | 1726  | 2311     | 4083        |
| Week 21 2009 | 1451  | 1900     | 3074        |
| Week 22 2009 | 1518  | 2053     | 3626        |

|               |               |                |                |
|---------------|---------------|----------------|----------------|
| Week 23 2009  | 1182          | 1562           | 2801           |
| Week 24 2009  | 1376          | 1859           | 3508           |
| Week 25 2009  | 1156          | 1539           | 2633           |
| Week 26 2009  | 1187          | 1590           | 2809           |
| Week 27 2009  | 1073          | 1422           | 2363           |
| Week 28 2009  | 1013          | 1352           | 2249           |
| Week 29 2009  | 1011          | 1380           | 2530           |
| Week 30 2009  | 951           | 1337           | 2318           |
| Week 31 2009  | 946           | 1281           | 2166           |
| Week 32 2009  | 1120          | 1518           | 2779           |
| Week 33 2009  | 1341          | 1824           | 3330           |
| Week 34 2009  | 1380          | 1852           | 3270           |
| Week 35 2009  | 1946          | 2485           | 4876           |
| Week 36 2009  | 2656          | 3389           | 6717           |
| Week 37 2009  | 2340          | 3051           | 6244           |
| <b>Total:</b> | <b>78.394</b> | <b>103.084</b> | <b>190.661</b> |

# Countries

## Modernus Info Countries

The pie chart and the list show the number of users from individual countries. The chart only shows the country where most of the users have come from, grouping all other countries into "other", but the list shows in detail all the different countries and the number of users.



| Countries | Users  | Of this list |
|-----------|--------|--------------|
| IS        | 73.141 | 96,19%       |
| US        | 650    | 0,85%        |
| DK        | 443    | 0,58%        |
| GB        | 294    | 0,39%        |
| SE        | 243    | 0,32%        |
| NO        | 210    | 0,28%        |
| DE        | 132    | 0,17%        |
| FR        | 81     | 0,11%        |
| FI        | 59     | 0,08%        |
| CN        | 49     | 0,06%        |
| ES        | 48     | 0,06%        |
| CA        | 47     | 0,06%        |
| JP        | 43     | 0,06%        |
| EU        | 42     | 0,06%        |
| NL        | 35     | 0,05%        |
| CH        | 33     | 0,04%        |
| IT        | 33     | 0,04%        |
| RU        | 32     | 0,04%        |
| CZ        | 28     | 0,04%        |
| FO        | 26     | 0,03%        |
| AT        | 21     | 0,03%        |
| LU        | 17     | 0,02%        |
| PL        | 16     | 0,02%        |
| HU        | 15     | 0,02%        |

|    |    |       |
|----|----|-------|
| BR | 15 | 0,02% |
| AU | 14 | 0,02% |
| EE | 13 | 0,02% |
| IE | 13 | 0,02% |
| BE | 13 | 0,02% |
| SA | 13 | 0,02% |
| RS | 13 | 0,02% |
| GR | 13 | 0,02% |
| PT | 12 | 0,02% |
| LT | 12 | 0,02% |
| MT | 11 | 0,01% |
| TR | 9  | 0,01% |
| IN | 8  | 0,01% |
| MX | 7  | 0,01% |
| PE | 7  | 0,01% |
| LV | 7  | 0,01% |
| TH | 6  | 0,01% |
| RO | 6  | 0,01% |
| ID | 6  | 0,01% |
| NA | 6  | 0,01% |
| SI | 5  | 0,01% |
| UA | 5  | 0,01% |
| BG | 5  | 0,01% |
| IL | 5  | 0,01% |
| ZA | 4  | 0,01% |
| CL | 4  | 0,01% |
| VE | 4  | 0,01% |
| CR | 4  | 0,01% |
| HR | 4  | 0,01% |
| NZ | 3  | 0,00% |
| CO | 3  | 0,00% |
| IR | 3  | 0,00% |
| BY | 3  | 0,00% |
| TN | 3  | 0,00% |
| GL | 3  | 0,00% |
| BA | 3  | 0,00% |
| SK | 3  | 0,00% |
| TW | 3  | 0,00% |
| LK | 2  | 0,00% |
| GM | 2  | 0,00% |
| AO | 2  | 0,00% |
| PH | 2  | 0,00% |
| UG | 2  | 0,00% |
| JO | 2  | 0,00% |
| AR | 2  | 0,00% |
| EG | 2  | 0,00% |
| NI | 1  | 0,00% |
| YE | 1  | 0,00% |
| NG | 1  | 0,00% |
| MO | 1  | 0,00% |
| KZ | 1  | 0,00% |
| SN | 1  | 0,00% |
| AZ | 1  | 0,00% |
| MD | 1  | 0,00% |
| MA | 1  | 0,00% |
| DZ | 1  | 0,00% |
| CY | 1  | 0,00% |
| NP | 1  | 0,00% |
| UZ | 1  | 0,00% |
| DO | 1  | 0,00% |
| A2 | 1  | 0,00% |
| HK | 1  | 0,00% |

|               |               |                |
|---------------|---------------|----------------|
| MY            | 1             | 0,00%          |
| <b>Total:</b> | <b>76.042</b> | <b>100,00%</b> |