

	01-2012	02-2012	03-2012	04-2012	05-2012	06-2012	07-2012	08-2012	09-2012	10-2012	11-2012	12-2012	GROWTH
WEB TRAFFIC													
Unique Visitors	2546	2485	2675	2715	2823	2956	3067	3015	3247	3855	3915	4123	100.4%
Increase in Visitors	1	-61	190	40	108	133	111	-52	232	608	60	208	
Total Pageviews	5321	4872	5672	5983	6025	6513	6949	6894	7276	8032	9546	9674	101.5%
Increase in Pageviews		-449	800	311	42	488	436	-55	382	756	1514	128	
Bounce Rate	60.3	63.1	59.4	58.4	61.7	57.3	56.5	55.8	54.2	54.6	52.3	51.3	99.7%
Pagerank / Moz Score	6 / 5.3	6 / 5.4	6 / 5.5	6.4 / 5.3	6.7 / 5.7	6.7 / 5.7	6.7 / 5.9	6.8 / 7.0	6.8 / 7.0	6.8 / 7.2	6.9 / 7.2	7.0 / 7.2	
Alexa Rank	357,280	357,295	352,580	354,280	339,280	327,280	317,285	298,284	273,223	284,512	257,280	255,284	
BLOG TRAFFIC													
Unique Visitors	135	123	160	178	210	234	287	365	398	453	527	525	128.9%
Total Pageviews	165	170	310	360	415	735	956	1238	1873	2100	2354	2873	161.1%
Postings	4	7	13	16	18	21	23	20	21	24	19	24	144.6%
Comments	0	1	3	5	6	8	11	14	17	21	28	32	
LINKEDIN PAGE													
Followers	125	132	140	164	175	223	278	297	342	375	439	512	112.6%
Increase in Followers	2	7	8	24	11	48	55	19	45	33	64	73	160.2%
Comments	2	4	6	9	12	15	18	17	21	23	21	27	163.4%
LINKEDIN GROUP													
Members	377	385	392	411	432	478	554	634	687	745	834	921	104.5%
Increase in Members		8	7	19	21	46	76	80	53	58	89	87	
Comments	21	23	32	43	55	62	73	86	94	103	128	125	145.2%
FACEBOOK PAGE													
Likes	32	42	51	64	74	85	105	134	175	228	364	452	107.4%
Increase in Likes		10	9	13	10	11	20	29	41	53	136	88	
Reach / Talking About	16	22	34	52	79	86	134	154	177	198	234	245	182.2%
Postings	4	7	12	14	15	18	21	23	27	32	35	41	137.2%
MAIN TWITTER ACCOUNT													
Followers	345	540	687	1198	1432	1745	2254	2750	3511	4210	5324	6342	149.1%
Increase in Followers	0	195	147	511	234	313	509	496	761	699	1114	1018	
Tweets	24	43	55	76	84	132	178	244	298	376	423	514	159.1%
ReTweets	1	4	7	19	29	43	56	73	83	93	118	143	267.9%
YOUTUBE													
Subscribers	2	12	19	25	32	65	72	98	134	165	221	298	196.4%
Videos	5	7	7	12	14	16	17	21	24	27	31	34	135.7%
Views	34	45	143	265	276	298	354	437	761	932	1034	1254	179.8%
SOCIAL SENTIMENT													
Mentions	23	18	32	47	76	83	105	276	138	163	245	260	166.3%
Positive	2	2	4	3	5	6	8	7	2	3	5	7	88.6%
Negative	0	1	0	2	1	1	2	1	5	2	1	1	
Number Top Influencers	4	5	8	10	11	14	19	21	24	26	25	29	151.3%
COMPETITOR 1													
Pagerank	5.5	5.7	6.2	6.5	6.4	6.7	6.8	6.9	7.2	7.1	7.2	7.2	
Traffic Estimate	1456	1500	1543	1624	1843	1923	2143	2200	2376	2498	2624	2634	112.1%
LinkedIn Page Followers	50	60	72	98	121	132	145	176	212	234	265	465	95.9%
Facebook Page Likes	5	9	123	145	167	231	349	360	398	543	645	862	254.0%
Twitter Followers	33	65	234	321	653	872	934	1243	1543	1874	2120	2430	250.3%
Youtube Views	45	65	321	567	542	765	723	834	855	913	1021	1376	183.0%
Social Mentions	11	14	15	18	19	32	25	26	54	32	33	47	115.4%
Positive	2	1	1	1	2	3	5	2	6	1	2	4	87.4%
Negative	3	1	0	2	3	2	1	0	1	5	3	1	
COMPETITOR 2													
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