

Web Site Analytics

Handout #1

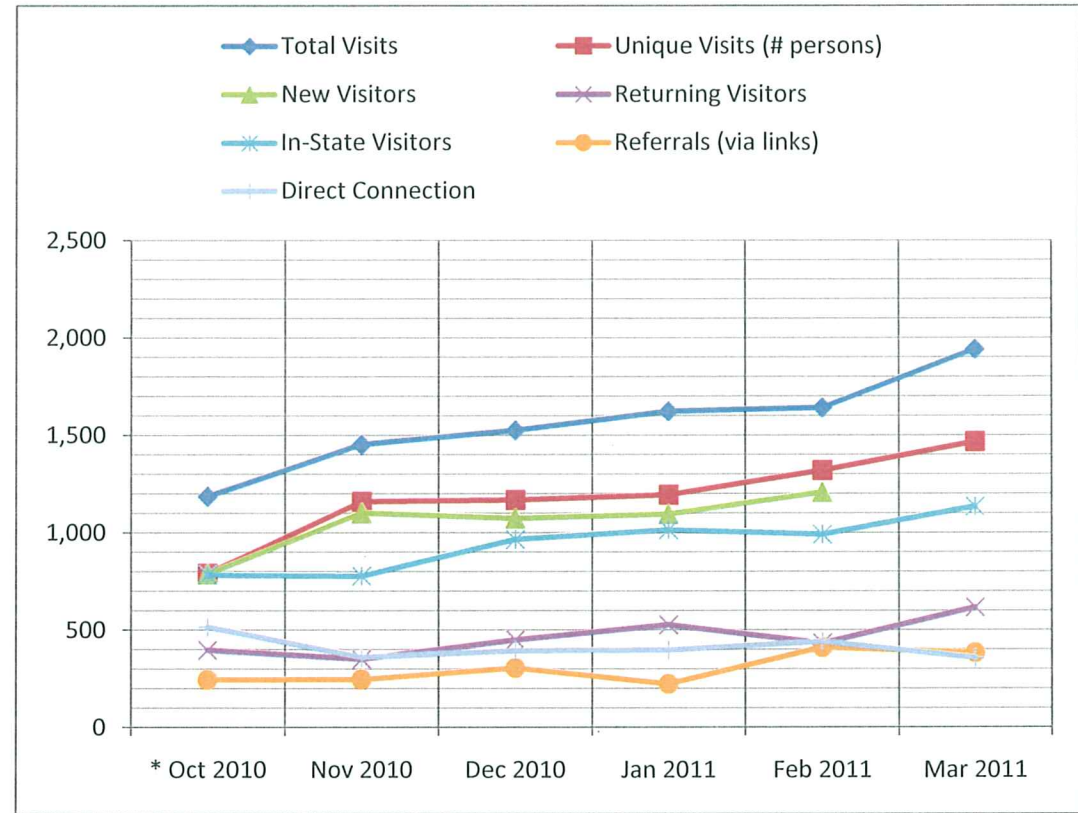
	* Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011
Total Visits	1,189	1,456	1,529	1,626	1,644	1,943
Unique Visits (# persons)	790	1,160	1,169	1,195	1,320	1,467
New Visitors	790	1,104	1,077	1,098	1,210	1,325
Returning Visitors	399	352	452	528	434	618
In-State Visitors	786	781	969	1,018	994	1,137
Referrals (via links)	246	248	307	224	412	384
Direct Connection	519	362	397	400	443	359
Average Time On Site (min)	1:51	2:21	2:17	2:25	2:00	2:20
Average # Pages Viewed	2.86	3.41	3.35	3.48	3.10	3.29
Top 5 Pages (excluding index/home)	1=most popular					
Recycling	1	1	1	1	1	1
WTE (Electric Generation)	2	2	3	3	3	2
About Us	3	3	2	2	2	3
Contact Info	4	5		4		
Stats/Annual Reports	5		5	5	4	4
Jobs		4	4		5	5

of times visits were made to the site ; includes multiple visits by the same individual

of individuals who visited during the designated time period (not the # times visits were made)

of individuals who have never visited the ecomaine Web site before

*Tracking began Oct. 9, 2010;
ecomaine employee filter not applied until Nov. 1, 2010



Fiscal Year Recycling Tons & Revenues 2010-2011

		#8 News	OCC	NATURAL	COLORED	PET	#3-7 MIXED PLASTIC	STEEL CANS	ALUMINUM	Loose Glass	LOOSE METAL/STEEL	Mixed Paper	Post Burn	Monthly totals	percentage of residue based on Monthly totals minus Post Burn Residue	Net Revenue	
July	Tons	1587.97	719.75	21.40	0.00	0.00	67.14	54.77	0.00	192.69	28.41	0.00	93.25	2765.38	212.03	7.93%	
	Value	\$113,214	\$81,085	\$9,844	\$0	\$0	\$0	\$9,311	\$0	\$0	\$4,390	\$0	\$4,989	\$222,832	\$ 9,329		\$213,503
	\$ Per Ton	\$71	\$113	\$460	\$0	\$0	\$0	\$170	\$0	\$0	\$155	\$0	\$54				
August	Tons	1961.86	755.43	20.86	23.09	41.69	10.64	44.47	0.00	173.20	0.00	0.00	457.17	3488.41	214.90	7.09%	
	Value	\$148,805	\$86,740	\$10,534	\$6,003	\$10,839	-\$387	\$7,560	\$0	\$0	\$0	\$0	\$20,041	\$290,136	\$ 9,456		\$280,680
	\$ Per Ton	\$76	\$115	\$505	\$260	\$260	-\$36	\$170	\$0	\$0	\$0	\$0	\$44				
September	Tons	1330.79	505.89	21.93	0.00	0.00	0.00	15.34	0.00	146.25	49.26	0.00	209.03	2278.49	196.53	9.50%	
	Value	\$109,491	\$63,025	\$11,408	\$0	\$0	\$0	\$2,761	\$0	\$0	\$8,564	\$0	\$11,183	\$206,433	\$ 8,647		\$197,785
	\$ Per Ton	\$82	\$125	\$520	\$0	\$0	\$0	\$180	\$0	\$0	\$174	\$0	\$53				
October	Tons	2279.10	682.45	0.00	21.04	42.48	65.72	59.16	0.00	140.07	31.32	0.00	179.82	3501.16	142.03	4.28%	
	Value	\$198,452	\$91,351	\$0	\$6,522	\$11,150	\$462	\$9,519	\$0	\$0	\$5,434	\$0	\$9,629	\$332,519	\$ 6,249		\$326,270
	\$ Per Ton	\$87	\$134	\$0	\$310	\$262	\$7	\$161	\$0	\$0	\$173	\$0	\$54				
November	Tons	1962.90	559.19	20.69	20.47	20.17	41.55	41.69	0.00	115.02	10.56	0.00	101.04	2893.28	182.97	6.55%	
	Value	\$186,566	\$93,532	\$10,448	\$6,346	\$5,244	\$205	\$6,254	\$0	\$0	\$2,227	\$0	\$5,411	\$316,233	\$ 8,051		\$308,182
	\$ Per Ton	\$95	\$167	\$505	\$310	\$260	\$5	\$150	\$0	\$0	\$211	\$0	\$54				
December	Tons	1843.37	613.13	22.23	20.83	21.29	20.96	76.17	0.00	107.59	4.23	0.00	467.62	3197.42	277.83	10.18%	
	Value	\$186,704	\$108,048	\$13,382	\$8,332	\$6,600	\$210	\$13,330	\$0	\$0	\$781	\$0	\$25,047	\$362,434	\$ 12,225		\$350,210
	\$ Per Ton	\$101	\$176	\$602	\$400	\$310	\$10	\$175	\$0	\$0	\$185	\$0	\$54				
January	Tons	1487.78	549.46	0.20	23.22	19.15	19.17	81.70	0.00	57.98	0.00	11.71	248.37	2498.74	305.73	13.59%	
	Value	\$157,176	\$93,694	\$104	\$11,266	\$5,937	\$0	\$18,358	\$0	\$0	\$0	\$117	\$14,962	\$301,614	\$ 13,452		\$288,162
	\$ Per Ton	\$106	\$171	\$522	\$485	\$310	\$0	\$225	\$0	\$0	\$0	\$10	\$60				
February	Tons	1300.36	408.46	20.94	0.00	22.08	47.86	62.11	9.87	88.45	28.83	0.00	320.55	2309.51	260.55	13.10%	
	Value	\$143,719	\$69,435	\$15,705	\$0	\$6,845	\$479	\$15,706	\$4,984	\$0	\$1,238	\$0	\$18,317	\$276,426	\$ 11,464		\$264,962
	\$ Per Ton	\$111	\$170	\$750	\$0	\$310	\$10	\$253	\$505	\$0	\$43	\$0	\$57				
March	Tons	1843.27	551.73		21.55		19.55	62.99		117.94	8.11	19.35	386.62	3031.11	298.91	11.30%	
	Value	\$256,656	\$93,794		\$9,051		\$196	\$15,748		\$0	\$1,863	\$194	\$23,109	\$400,610	\$ 13,152		\$387,458
	\$ Per Ton	\$139	\$170	\$0	\$420	\$0	\$10	\$250	\$0	\$0	\$230	\$10	\$60				
April	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
May	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
June	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
TOTAL TONNAGE		15,597.40	5,345.49	128.25	130.20	166.86	292.59	498.40	9.87	1,139.19	160.72	31.06	2,463.47	25,963.50	2,091.48	8.06%	
TOTAL REVENUE		\$ 1,500,783	\$ 780,704	\$ 71,427	\$ 47,521	\$ 46,614	\$ 1,164	\$ 98,546	\$ 4,984	\$ -	\$ 24,496	\$ 311	\$ 132,688	\$ 2,709,237	\$ 92,025		\$ 2,617,212

Fiscal Year Recycling Tons & Revenues 2009-2010

		#8 News	OCC	NATURAL	COLORED	#3.7 MIXED PLASTIC	STEEL CANS	ALUMINUM	Loose Glass	LOOSE METAL/STEEL	Mixed Paper	Post Burn	Monthly totals	percentage of residue base on Monthly totals minus Post Burn	Net Revenue	
July	Tons	1602.26	639.30	0.00	47.33	25.62	0.00	44.93	14.68	96.90	8.65	0.00	68.86	2548.53	100.23	4.04%
	Value	\$84,539	\$44,509	\$0	\$12,757	\$4,740	\$0	\$2,922	\$8,972	\$0	\$952	\$0	\$389	\$159,779	\$ 4,410	\$155,369
	\$ Per Ton	\$53	\$70	\$0	\$270	\$185	\$0	\$65	\$611	\$0	\$110	\$0	\$6			
August	Tons	1502.22	636.21	42.40	19.90	20.93	89.23	44.33	0.00	101.64	27.59	0.00	73.03	2557.48	83.72	3.37%
	Value	\$94,292	\$41,196	\$17,280	\$5,771	\$4,186	\$756	\$3,325	\$0	\$0	\$2,471	\$0	\$805	\$170,082	\$ 3,684	\$166,398
	\$ Per Ton	\$63	\$65	\$408	\$290	\$200	\$8	\$75	\$0	\$0	\$90	\$0	\$11			
September	Tons	1558.79	648.95	18.34	22.13	22.01	20.21	42.08	0.00	105.05	40.20	0.00	213.16	2690.92	103.22	4.17%
	Value	\$110,047	\$53,249	\$9,097	\$6,750	\$3,790	\$202	\$4,418	\$0	\$0	\$6,375	\$0	\$6,635	\$200,563	\$ 4,542	\$196,021
	\$ Per Ton	\$71	\$82	\$496	\$305	\$172	\$10	\$105	\$0	\$0	\$159	\$0	\$31			
October	Tons	1622.04	581.66	19.44	21.28	23.43	0.00	60.35	11.19	103.36	8.91	0.00	177.34	2629.00	88.78	3.62%
	Value	\$124,242	\$46,848	\$10,229	\$7,719	\$4,217	\$0	\$7,952	\$8,508	\$0	\$810	\$0	\$8,382	\$218,907	\$ 3,906	\$215,001
	\$ Per Ton	\$77	\$81	\$526	\$363	\$180	\$0	\$132	\$760	\$0	\$91	\$0	\$47			
November	Tons	1698.81	503.11	20.39	22.42	21.08	43.54	38.54	0.00	73.68	3.70	0.00	291.96	2717.23	94.68	3.90%
	Value	\$133,980	\$40,156	\$10,705	\$8,524	\$4,005	\$1,212	\$3,661	\$0	\$0	\$321	\$0	\$14,369	\$216,935	\$ 4,166	\$212,769
	\$ Per Ton	\$79	\$80	\$525	\$380	\$190	\$28	\$95	\$0	\$0	\$87	\$0	\$49			
December	Tons	1746.44	535.55	22.69	22.19	0.00	21.90	62.48	0.00	81.04	5.44	0.00	194.77	2692.50	112.14	4.49%
	Value	\$145,645	\$42,199	\$11,118	\$7,012	\$0	\$219	\$7,380	\$0	\$0	\$588	\$0	\$8,200	\$222,362	\$ 4,934	\$217,428
	\$ Per Ton	\$83	\$79	\$490	\$316	\$0	\$10	\$118	\$0	\$0	\$108	\$0	\$42			
January	Tons	1508.50	674.02	22.34	62.89	0.00	20.03	65.46	0.00	83.11	8.76	0.00	165.48	2610.59	107.65	4.40%
	Value	\$122,855	\$72,263	\$11,304	\$20,802	\$0	\$200	\$12,765	\$0	\$0	\$1,046	\$0	\$7,400	\$248,635	\$ 4,737	\$243,898
	\$ Per Ton	\$81	\$107	\$506	\$331	\$0	\$10	\$195	\$0	\$0	\$119	\$0	\$45			
February	Tons	1335.55	462.56	21.10	0.00	20.24	41.69	41.80	14.29	80.19	3.85	0.00	158.07	2179.34	82.91	4.10%
	Value	\$111,083	\$65,237	\$10,867	\$0	\$5,384	\$1,070	\$8,151	\$7,215	\$0	\$356	\$0	\$8,588	\$217,949	\$ 3,648	\$214,301
	\$ Per Ton	\$83	\$141	\$515	\$0	\$266	\$26	\$195	\$505	\$0	\$92	\$0	\$54			
March	Tons	1738.40	549.11	21.19	-1.08	43.66	20.30	63.04	0.00	122.85	10.84	0.00	248.65	2816.96	156.14	6.08%
	Value	161460.48	96321.30	11820.22	2788.00	12748.56	203.00	12923.20	0.00	0.00	1532.51	0.00	13313.05	\$313,110	\$ 6,870	\$306,240
	\$ Per Ton	\$93	\$175	\$558	\$470	\$292	\$10	\$205	\$0	\$0	\$141	\$0	\$54			
April	Tons	1726.64	572.38	20.01	0.00	21.77	20.38	10.31	10.45	133.06	71.44	0.00	180.97	2767.41	238.05	9.20%
	Value	147708.69	82528.00	12726.36	0.00	7624.54	815.20	2113.55	5277.25	0.00	14096.80	0.00	10414.83	\$283,305	\$ 10,474	\$272,831
	\$ Per Ton	\$86	\$144	\$636	\$0	\$350	\$40	\$205	\$505	\$0	\$197	\$0	\$58			
May	Tons	1464.61	579.04	21.49	22.38	20.66	23.04	0.00	0.00	124.78	55.74	0.00	180.68	2492.42	141.86	6.14%
	Value	126515.23	80149.33	12894.00	12980.40	6404.60	921.60	0.00	0.00	0.00	8713.83	0.00	10062.39	\$258,641	\$ 6,242	\$252,400
	\$ Per Ton	\$86	\$138	\$600	\$580	\$310	\$40	\$0	\$0	\$0	\$156	\$0	\$56			
June	Tons	2024.13	722.55	21.85	20.81	20.52	39.84	21.47	0.00	157.45	53.47	0.00	98.11	3180.20	198.78	6.45%
	Value	140070.84	89471.40	13438.05	7075.40	1487.70	894.54	3649.90	0.00	0.00	8079.87	0.00	5552.67	\$269,720	\$ 8,746	\$260,974
	\$ Per Ton	\$69	\$124	\$615	\$340	\$73	\$22	\$170	\$0	\$0	\$151	\$0	\$57			
TOTAL TONNAGE		19,528.39	7,104.44	251.24	260.25	239.92	340.16	494.79	50.61	1,263.11	298.59	-	2,051.08	31,882.58	1,508.16	4.73%
TOTAL REVENUE		\$ 1,502,438	\$ 754,127	\$ 131,478	\$ 92,178	\$ 54,588	\$ 6,494	\$ 69,261	\$ 29,972	\$ -	\$ 45,343	\$ -	\$ 94,111	\$ 2,779,990	\$ 66,359	\$ 2,713,631