

1 **Q. In order to provide a record copy of document(s) already provided informally,**
 2 **please provide the number of web "hits" to the website for the Outage Map and**
 3 **Outage Information pages during the outage.**
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5 A. Table 1 is a summary of information extracted from Google Analytics for the period of
 6 January 2-8, 2014. Two views of the data are provided.
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8 The first set of data is based on individual "Pageviews". Pageviews are a count of every
 9 browser load of any page on both the full and mobile sites available at
 10 www.newfoundlandpower.com. The second set of data is based on a customer site
 11 "Visit". This counts a group of interactions on the full or mobile site within a 30 minute
 12 period as a single visit.
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Table 1: Google Analytics Pageviews & Visits

newfoundlandpower.com & newfoundlandpower.mobi
 Google Analytics Pageviews & Visits
 Date: 2014/01/02 to 2014/01/08

	Pageviews				VISITS			
	Outage Map	Outage Listing	All Outage Sections	Total Website	Outage Map	Outage Listing	All Outage Sections	Total Website
Full Site	6,281	899,288	1,360,032	1,668,678	1,007	240,321	432,828	557,482
Mobile Site	36,152	684,414	984,417	1,176,456	3,911	267,368	389,737	389,737
Total	42,433	1,583,702	2,344,449	2,845,134	4,918	507,689	822,565	947,219
Percentage	1.49%	55.66%	82.40%		0.52%	53.60%	86.84%	

A pageview is an instance of a page being loaded by a browser. The Pageviews metric is the total number of pages viewed; repeated views of a single page are also counted.

A visit is a group of interactions that take place on your website within a 30 minute time frame. For example a single visit can contain multiple pageviews, events, social interactions, custom variables, and ecommerce transactions.

15 To illustrate the volume of website activity, Graph 1 compares the website visits during
 16 the outage period to the website visits in the weeks prior to and after the January outages.
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Graph 1: Newfoundland Power Website Traffic

