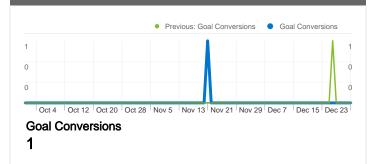


Source/Medium					
Source/medium	Visits	% visits	Pages	Pageviews	% Pageviews
google / organic			www.palimpsest.gr/default.asp		
Oct 1, 2010 - Dec 31, 2010	1,234	54.48%	Oct 1, 2010 - Dec 31, 2010	1,713	18.08%
Jul 1, 2010 - Sep 30, 2010	976	52.44%	Jul 1, 2010 - Sep 30, 2010	1,296	18.01%
% Change	26.43%	3.88%	% Change	32.18%	0.38%
(direct) / (none)			www.palimpsest.gr/cv/el/d/1		
Oct 1, 2010 - Dec 31, 2010	527	23.27%	Oct 1, 2010 - Dec 31, 2010	324	3.42%
Jul 1, 2010 - Sep 30, 2010	527	28.32%	Jul 1, 2010 - Sep 30, 2010	246	3.42%
% Change	0.00%	-17.84%	% Change	31.71%	0.02%
partnerpage.google.com / referral			www.palimpsest.gr/cv/el/w/1		
Oct 1, 2010 - Dec 31, 2010	195	8.61%	Oct 1, 2010 - Dec 31, 2010	191	2.02%
Jul 1, 2010 - Sep 30, 2010	45	2.42%	Jul 1, 2010 - Sep 30, 2010	140	1.95%
% Change	333.33%	256.04%	% Change	36.43%	3.61%
greekarchitects.gr / referral			www.palimpsest.gr/projects/el/38		
Oct 1, 2010 - Dec 31, 2010	71	3.13%	Oct 1, 2010 - Dec 31, 2010	186	1.96%
Jul 1, 2010 - Sep 30, 2010	115	6.18%	Jul 1, 2010 - Sep 30, 2010	139	1.93%
% Change	-38.26%	-49.27%	% Change	33.81%	1.62%
google.gr / referral			www.palimpsest.gr/en		
Oct 1, 2010 - Dec 31, 2010	33	1.46%	Oct 1, 2010 - Dec 31, 2010	166	1.75%
Jul 1, 2010 - Sep 30, 2010	37	1.99%	Jul 1, 2010 - Sep 30, 2010	96	1.33%
% Change	-10.81%	-26.72%	% Change	72.92%	31.32%

Goals Overview

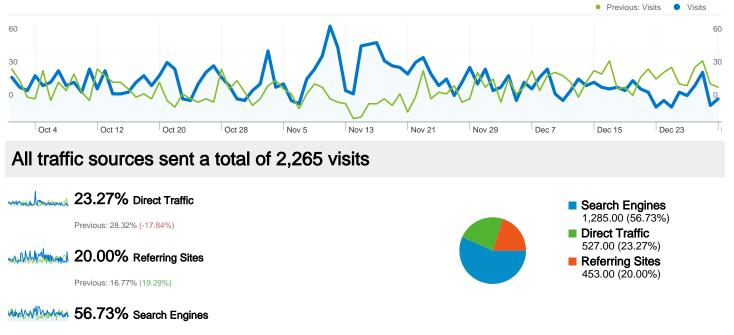


Keywords		
Keyword	Visits	% visits
palimpsest		
Oct 1, 2010 - Dec 31, 2010	339	26.38%
Jul 1, 2010 - Sep 30, 2010	250	24.46%
% Change	35.60%	7.85%
palimpsest villa		
Oct 1, 2010 - Dec 31, 2010	29	2.26%
Jul 1, 2010 - Sep 30, 2010	31	3.03%
% Change	-6.45%	-25.60%
μικρεσ κατασκευεσ		
Oct 1, 2010 - Dec 31, 2010	18	1.40%
Jul 1, 2010 - Sep 30, 2010	5	0.49%
% Change	260.00%	186.32%
τουβλα		
Oct 1, 2010 - Dec 31, 2010	16	1.25%
Jul 1, 2010 - Sep 30, 2010	12	1.17%
% Change	33.33%	6.04%
palimpsest.gr		
Oct 1, 2010 - Dec 31, 2010	11	0.86%
Jul 1, 2010 - Sep 30, 2010	5	0.49%
% Change	120.00%	74.97%

palimpsest.gr Traffic Sources Overview

Oct 1, 2010 - Dec 31, 2010

Comparing to: Jul 1, 2010 - Sep 30, 2010



Previous: 54.92% (3.31%)

Top Traffic Sources

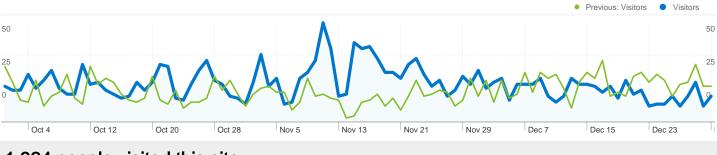
Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			palimpsest		
Oct 1, 2010 - Dec 31, 2010	1,234	54.48%	Oct 1, 2010 - Dec 31, 2010	339	26.38%
Jul 1, 2010 - Sep 30, 2010	976	52.44%	Jul 1, 2010 - Sep 30, 2010	250	24.46%
% Change	26.43%	3.88%	% Change	35.60%	7.85%
(direct) ((none))			palimpsest villa		
Oct 1, 2010 - Dec 31, 2010	527	23.27%	Oct 1, 2010 - Dec 31, 2010	29	2.26%
Jul 1, 2010 - Sep 30, 2010	527	28.32%	Jul 1, 2010 - Sep 30, 2010	31	3.03%
% Change	0.00%	-17.84%	% Change	-6.45%	-25.60%
partnerpage.google.com (referral)			μικρεσ κατασκευεσ		
Oct 1, 2010 - Dec 31, 2010	195	8.61%	Oct 1, 2010 - Dec 31, 2010	18	1.40%
Jul 1, 2010 - Sep 30, 2010	45	2.42%	Jul 1, 2010 - Sep 30, 2010	5	0.49%
% Change	333.33%	256.04%	% Change	260.00%	186.32%
greekarchitects.gr (referral)			τουβλα		
Oct 1, 2010 - Dec 31, 2010	71	3.13%	Oct 1, 2010 - Dec 31, 2010	16	1.25%
Jul 1, 2010 - Sep 30, 2010	115	6.18%	Jul 1, 2010 - Sep 30, 2010	12	1.17%
% Change	-38.26%	-49.27%	% Change	33.33%	6.04%
google.gr (referral)			palimpsest.gr		

Oct 1, 2010 - Dec 31, 2010	33	1.46%	Oct 1, 2010 - Dec 31, 2010	11	0.86%
Jul 1, 2010 - Sep 30, 2010	37	1.99%	Jul 1, 2010 - Sep 30, 2010	5	0.49%
% Change	-10.81%	-26.72%	% Change	120.00%	74.97%

Visitors Overview

Oct 1, 2010 - Dec 31, 2010

Comparing to: Jul 1, 2010 - Sep 30, 2010



1,324 people visited this site

2,265 Visits

Previous: 1,861 (21.71%)

Previous: 1,071 (23.62%)

Previous: 7,195 (31.67%)

4.18 Average Pageviews

Previous: 3.87 (8.19%)

00:02:00 Time on Site

Previous: 00:01:30 (33.18%)

60.35% Bounce Rate

Previous: 60.56% (-0.34%)

55.54% New Visits

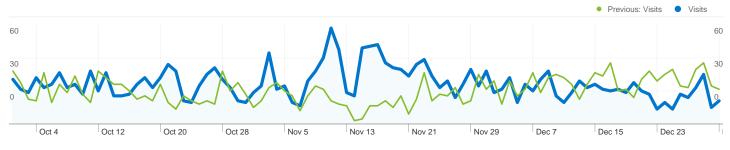
Previous: 53.79% (3.26%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Firefox			DSL		
Oct 1, 2010 - Dec 31, 2010	928	40.97%	Oct 1, 2010 - Dec 31, 2010	1,301	57.44%
Jul 1, 2010 - Sep 30, 2010	727	39.07%	Jul 1, 2010 - Sep 30, 2010	1,157	62.17%
% Change	27.65%	4.88%	% Change	12.45%	-7.61%
Internet Explorer			Unknown		
Oct 1, 2010 - Dec 31, 2010	812	35.85%	Oct 1, 2010 - Dec 31, 2010	814	35.94%
Jul 1, 2010 - Sep 30, 2010	827	44.44%	Jul 1, 2010 - Sep 30, 2010	619	33.26%
% Change	-1.81%	-19.33%	% Change	31.50%	8.05%

Safari			T1		
Oct 1, 2010 - Dec 31, 2010	347	15.32%	Oct 1, 2010 - Dec 31, 2010	89	3.93%
Jul 1, 2010 - Sep 30, 2010	160	8.60%	Jul 1, 2010 - Sep 30, 2010	44	2.36%
% Change	116.88%	78.19%	% Change	102.27%	66.19%
Chrome			Cable		
Oct 1, 2010 - Dec 31, 2010	165	7.28%	Oct 1, 2010 - Dec 31, 2010	27	1.19%
Jul 1, 2010 - Sep 30, 2010	130	6.99%	Jul 1, 2010 - Sep 30, 2010	28	1.50%
% Change	26.92%	4.28%	% Change	-3.57%	-20.77%
Opera			OC3		
Oct 1, 2010 - Dec 31, 2010	9	0.40%	Oct 1, 2010 - Dec 31, 2010	25	1.10%
Jul 1, 2010 - Sep 30, 2010	14	0.75%	Jul 1, 2010 - Sep 30, 2010	0	0.00%
% Change	-35.71%	-47.18%	% Change	100.00%	100.00%

All Traffic Sources



All traffic sources sent 2,265 visits via 68 sources and mediums

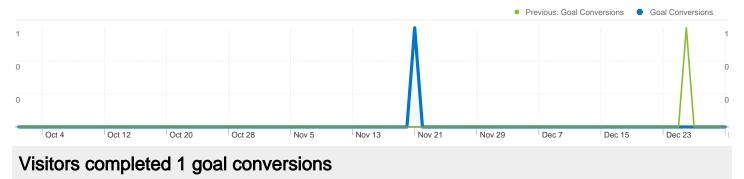
Visits 2,265 Previous: 1,861 (21.71%)	Pages/Visit 4.18 Previous: 3.87 (8.19%)	00:02: Previous:	me on Site 00 30 (33.18%)	% New Visits 55.67% Previous: 53.84% (3.40%)	Bounce 60.359 Previous: 60.569	%
Source/Medium		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic						
October 1, 2010 - De	ecember 31, 2010	1,234	4.20	00:01:24	63.37%	61.51%
July 1, 2010 - Septer	mber 30, 2010	976	3.26	00:01:07	62.60%	63.22%
% Change		26.43%	28.59%	24.30%	1.23%	-2.70%
(direct) / (none)						
October 1, 2010 - De	ecember 31, 2010	527	3.29	00:01:59	46.87%	69.26%
July 1, 2010 - Septer	mber 30, 2010	527	3.18	00:01:35	28.84%	65.09%
% Change		0.00%	3.64%	24.64%	62.50%	6.41%
partnerpage.google.o	com / referral					
October 1, 2010 - De	ecember 31, 2010	195	4.68	00:05:40	0.00%	52.82%
July 1, 2010 - Septer	mber 30, 2010	45	13.93	00:08:44	0.00%	55.56%
% Change		333.33%	-66.40%	-34.99%	0.00%	-4.92%
greekarchitects.gr / r	eferral					
October 1, 2010 - De	ecember 31, 2010	71	6.15	00:01:43	61.97%	39.44%
July 1, 2010 - Septer	mber 30, 2010	115	9.17	00:02:04	63.48%	41.74%
% Change		-38.26%	-32.91%	-17.32%	-2.37%	-5.52%
google.gr / referral						
October 1, 2010 - De	ecember 31, 2010	33	3.82	00:00:57	100.00%	51.52%
July 1, 2010 - Septer	mber 30, 2010	37	3.11	00:02:07	97.30%	40.54%
% Change		-10.81%	22.85%	-54.81%	2.78%	27.07%
villafabrica.com / refe	erral			· · · · · · · · · · · · · · · · · · ·		
October 1, 2010 - De	ecember 31, 2010	24	2.88	00:01:09	12.50%	41.67%

July 1, 2010 - September 30, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
archode.blogspot.com / referral					
October 1, 2010 - December 31, 2010	23	13.52	00:03:24	73.91%	17.39%
July 1, 2010 - September 30, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
search / organic					
October 1, 2010 - December 31, 2010	18	2.94	00:00:59	88.89%	66.67%
July 1, 2010 - September 30, 2010	17	1.82	00:00:33	94.12%	64.71%
% Change	5.88%	61.47%	79.90%	-5.56%	3.03%
architekton.gr / referral					
October 1, 2010 - December 31, 2010	16	4.88	00:02:15	81.25%	43.75%
July 1, 2010 - September 30, 2010	10	3.30	00:01:14	80.00%	40.00%
% Change	60.00%	47.73%	81.70%	1.56%	9.37%
bing / organic					
October 1, 2010 - December 31, 2010	16	1.94	00:00:07	100.00%	87.50%
July 1, 2010 - September 30, 2010	14	2.43	00:00:33	100.00%	78.57%
% Change	14.29%	-20.22%	-78.64%	0.00%	11.36%
					1 - 10 of 68

palimpsest.gr Goals Overview

Oct 1, 2010 - Dec 31, 2010

Comparing to: Jul 1, 2010 - Sep 30, 2010





1 conversions, Goal 2: Guestbook sign in

Previous: 1 (0.00%)

Goal Performance

Goal Conversion Rate



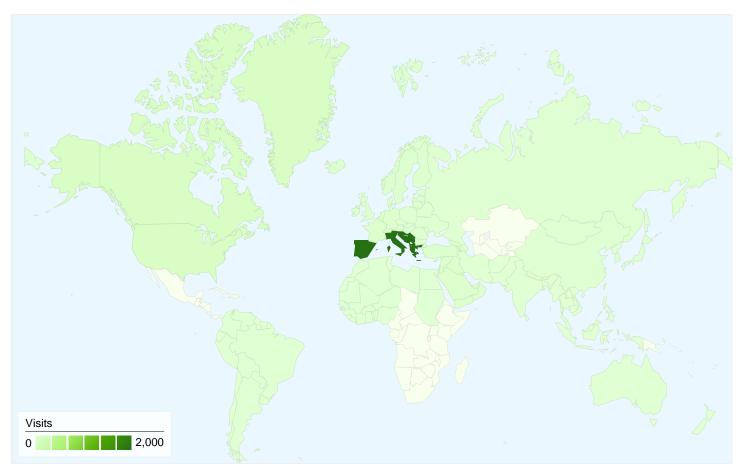
Goal Conversion Rate 0.04%

Total Goal Value



Total Goal Value €0.00

palimpsest.gr Map Overlay



2,265 visits came from 14 sub continent regions

	5 A.4.1				_		
Visits 2,265 Previous: 1,861 (21.71%)	Pages/Visit 4.18 Previous: 3.87 (8.19%)	Avg. Time on Site % New Visits 00:02:00 55.67% Previous: 00:01:30 (33.18%) 53.84% (3.40%)		Bounce 60.350 Previous 60.569	%		
Sub Continent Region		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Southern Europe							
October 1, 2010 - Dec	ember 31, 2010	2,000	4.25	00:02:04	50.80%	59.75%	
July 1, 2010 - Septem	per 30, 2010	1,687	3.87	00:01:31	51.16%	61.35%	
% Change		18.55%	9.81%	36.52%	-0.70%	-2.61%	
Northern America							
October 1, 2010 - Dec	ember 31, 2010	93	2.09	00:00:40	96.77%	80.65%	
July 1, 2010 - Septem	per 30, 2010	39	4.13	00:00:31	79.49%	58.97%	
% Change		138.46%	-49.47%	29.75%	21.75%	36.75%	
Western Asia							
October 1, 2010 - Dec	ember 31, 2010	41	3.76	00:01:43	92.68%	63.41%	

July 1, 2010 - September 30, 2010	24	4.46	00:01:10	91.67%	62.50%
% Change	70.83%	-15.75%	46.71%	1.11%	1.46%
Western Europe					
October 1, 2010 - December 31, 2010	36	4.86	00:01:03	86.11%	61.11%
July 1, 2010 - September 30, 2010	32	4.16	00:01:44	68.75%	34.38%
% Change	12.50%	16.96%	-39.00%	25.25%	77.78%
Northern Europe					
October 1, 2010 - December 31, 2010	35	6.89	00:02:52	88.57%	40.00%
July 1, 2010 - September 30, 2010	30	3.93	00:01:23	76.67%	50.00%
% Change	16.67%	75.06%	107.45%	15.53%	-20.00%
Eastern Europe					
October 1, 2010 - December 31, 2010	14	5.71	00:03:42	85.71%	35.71%
July 1, 2010 - September 30, 2010	8	1.75	00:00:58	87.50%	75.00%
% Change	75.00%	226.53%	286.34%	-2.04%	-52.38%
Eastern Asia					
October 1, 2010 - December 31, 2010	13	2.46	00:00:20	100.00%	61.54%
July 1, 2010 - September 30, 2010	10	1.10	00:00:09	80.00%	90.00%
% Change	30.00%	123.78%	128.09%	25.00%	-31.62%
Southern Asia					
October 1, 2010 - December 31, 2010	11	5.09	00:04:17	100.00%	45.45%
July 1, 2010 - September 30, 2010	10	2.40	00:00:36	90.00%	50.00%
% Change	10.00%	112.12%	615.37%	11.11%	-9.09%
South America					
October 1, 2010 - December 31, 2010	6	2.17	00:01:03	83.33%	50.00%
July 1, 2010 - September 30, 2010	6	2.00	00:00:11	50.00%	33.33%
% Change	0.00%	8.33%	464.18%	66.67%	50.00%
Australia and New Zealand					
October 1, 2010 - December 31, 2010	6	1.33	00:00:02	83.33%	83.33%
July 1, 2010 - September 30, 2010	5	10.40	00:03:16	100.00%	20.00%
% Change	20.00%	-87.18%	-98.81%	-16.67%	316.67%
					1 - 10 of 14

palimpsest.gr Map Overlay



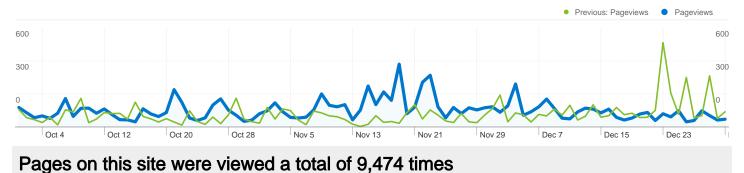
2,265 visits came from 262 cities

Visits 2,265 Previous: 1,861 (21.71%)	Pages/Visit 4.18 Previous: 3.87 (8.19%)	00:02: Previous:		% New Visits 55.67% Previous: 53.84% (3.40%)	Bounce 60.359 Previous 60.569	%	
City		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Athens							
October 1, 2010 - De	cember 31, 2010	1,228	4.63	00:02:00	57.90%	57.49%	
July 1, 2010 - Septen	nber 30, 2010	1,039	4.38	00:01:28	60.64%	56.79%	
% Change		18.19%	5.65%	35.70%	-4.51%	1.24%	
Chalandri							
October 1, 2010 - De	cember 31, 2010	324	2.91	00:01:44	13.27%	74.69%	
July 1, 2010 - Septer	nber 30, 2010	306	2.94	00:01:33	8.17%	72.22%	
% Change		5.88%	-1.05%	12.68%	62.44%	3.42%	
Nea Ionia							
October 1, 2010 - De	cember 31, 2010	184	3.46	00:03:34	16.85%	61.96%	

July 1, 2010 - September 30, 2010	122	3.28	00:02:14	20.49%	75.41%
% Change	50.82%	5.42%	60.58%	-17.78%	-17.84%
Thessaloniki					
October 1, 2010 - December 31, 2010	94	6.10	00:02:14	89.36%	39.36%
July 1, 2010 - September 30, 2010	76	2.95	00:00:59	78.95%	64.47%
% Change	23.68%	106.82%	126.97%	13.19%	-38.95%
Mountain View					
October 1, 2010 - December 31, 2010	44	1.00	00:00:00	100.00%	100.00%
July 1, 2010 - September 30, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
Patrai					
October 1, 2010 - December 31, 2010	31	2.77	00:01:18	80.65%	54.84%
July 1, 2010 - September 30, 2010	15	1.47	00:00:32	100.00%	66.67%
% Change	106.67%	89.15%	143.55%	-19.35%	-17.74%
Nicosia					
October 1, 2010 - December 31, 2010	27	4.56	00:02:03	88.89%	62.96%
July 1, 2010 - September 30, 2010	17	3.88	00:00:50	88.24%	70.59%
% Change	58.82%	17.34%	144.13%	0.74%	-10.80%
Iraklion					
October 1, 2010 - December 31, 2010	20	3.60	00:00:56	95.00%	50.00%
July 1, 2010 - September 30, 2010	25	4.80	00:01:15	92.00%	60.00%
% Change	-20.00%	-25.00%	-26.17%	3.26%	-16.67%
Xanthi					
October 1, 2010 - December 31, 2010	12	12.25	00:04:34	83.33%	58.33%
July 1, 2010 - September 30, 2010	3	4.00	00:03:06	33.33%	66.67%
% Change	300.00%	206.25%	47.31%	150.00%	-12.50%
London					
October 1, 2010 - December 31, 2010	11	7.09	00:01:55	100.00%	9.09%
July 1, 2010 - September 30, 2010	12	3.33	00:01:03	75.00%	50.00%

palimpsest.gr Content Overview

Comparing to: Jul 1, 2010 - Sep 30, 2010

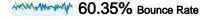


9,474 Pageviews

Previous: 7,195 (31.67%)

Man 7,094 Unique Views

Previous: 5,266 (34.71%)

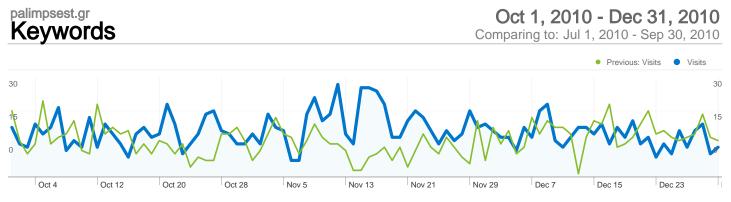


Previous: 60.56% (-0.34%)

Top Content

Pages	Pageviews	% Pageviews
www.palimpsest.gr/default.asp		
Oct 1, 2010 - Dec 31, 2010	1,713	18.08%
Jul 1, 2010 - Sep 30, 2010	1,296	18.01%
% Change	32.18%	0.38%
www.palimpsest.gr/cv/el/d/1		
Oct 1, 2010 - Dec 31, 2010	324	3.42%
Jul 1, 2010 - Sep 30, 2010	246	3.42%
% Change	31.71%	0.02%
www.palimpsest.gr/cv/el/w/1		
Oct 1, 2010 - Dec 31, 2010	191	2.02%
Jul 1, 2010 - Sep 30, 2010	140	1.95%
% Change	36.43%	3.61%
www.palimpsest.gr/projects/el/38		
Oct 1, 2010 - Dec 31, 2010	186	1.96%
Jul 1, 2010 - Sep 30, 2010	139	1.93%
% Change	33.81%	1.62%
www.palimpsest.gr/en		

Oct 1, 2010 - Dec 31, 2010	166	1.75%
Jul 1, 2010 - Sep 30, 2010	96	1.33%
% Change	72.92%	31.32%



Search sent 1,285 total visits via 1,036 keywords

Visits 1,285 Previous: 1,022 (25.73%)	Pages/Visit 4.12 Previous: 3.20 (28.71%)	00:01:22 64.599 Previous: Previous:		% New Visits 64.59% Previous: 63.99% (0.94%)	62.02% Previous:	
Keyword		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
palimpsest						
October 1, 2010 - De	ecember 31, 2010	339	2.68	00:00:31	10.62%	66.37%
July 1, 2010 - Septe	mber 30, 2010	250	3.44	00:01:02	7.60%	49.60%
% Change		35.60%	-21.96%	-49.96%	39.73%	33.81%
palimpsest villa						
October 1, 2010 - De	ecember 31, 2010	29	1.86	00:00:31	0.00%	89.66%
July 1, 2010 - Septe	mber 30, 2010	31	2.77	00:00:42	0.00%	83.87%
% Change		-6.45%	-32.88%	-26.86%	0.00%	6.90%
μικρεσ κατασκευε	σ					
October 1, 2010 - De	ecember 31, 2010	18	1.06	> 00:00:00	100.00%	94.44%
July 1, 2010 - Septe	mber 30, 2010	5	1.00	00:00:00	100.00%	100.00%
% Change		260.00%	5.56%	100.00%	0.00%	-5.56%
τουβλα						
October 1, 2010 - De	ecember 31, 2010	16	1.81	00:00:27	93.75%	43.75%
July 1, 2010 - Septe	mber 30, 2010	12	2.33	00:00:15	83.33%	41.67%
% Change		33.33%	-22.32%	79.92%	12.50%	5.00%
palimpsest.gr						
October 1, 2010 - De	ecember 31, 2010	11	25.45	00:07:13	36.36%	9.09%
July 1, 2010 - Septe	mber 30, 2010	5	5.00	00:02:50	100.00%	20.00%
% Change		120.00%	409.09%	155.47%	-63.64%	-54.55%
palimpsest kaklamai	nis					
October 1, 2010 - De	ecember 31, 2010	10	11.20	00:02:11	0.00%	30.00%

July 1, 2010 - September 30, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	0.00%	100.00%
palimpsest architects					
October 1, 2010 - December 31, 2010	9	20.67	00:04:19	66.67%	22.22%
July 1, 2010 - September 30, 2010	5	9.40	00:01:30	60.00%	60.00%
% Change	80.00%	119.86%	187.65%	11.11%	-62.96%
δικτυωματα					
October 1, 2010 - December 31, 2010	9	2.78	00:00:15	88.89%	77.78%
July 1, 2010 - September 30, 2010	2	1.00	00:00:00	100.00%	100.00%
% Change	350.00%	177.78%	100.00%	-11.11%	-22.22%
κερκιδεσ					
October 1, 2010 - December 31, 2010	9	4.11	00:04:13	100.00%	22.22%
July 1, 2010 - September 30, 2010	5	4.40	00:00:58	80.00%	40.00%
% Change	80.00%	-6.57%	336.95%	25.00%	-44.44%
δικτυώματα					
October 1, 2010 - December 31, 2010	7	12.00	00:01:29	100.00%	57.14%
July 1, 2010 - September 30, 2010	1	7.00	00:02:32	100.00%	0.00%
% Change	600.00%	71.43%	-41.17%	0.00%	100.00%