OVER THE PAST YEAR

72,784

PEOPLE VISITED THE SITE, GENERATING

521,277

VIEWS OF PAGES ON OUR WEBSITE

WHO WERE THESE VISITORS?

PEOPLE CAME FROM **172** COUNTRIES

29% CAME FROM THE UNITED STATES

59% WERE FIRST-TIME VISITORS

7% OF VISITORS CAME TO THE SITE ON A MOBILE DEVICE

WHAT DID THEY DO ON OUR SITE?

THE AVERAGE VISITOR LOOKED AT 4 PAGES AND STAYED **{ 3 1/2 } MINUTES**

99% OF VISITS LASTED MORE THAN 10 SECONDS

&

84% OF VISITORS SAW MORE THAN ONE PAGE

TOP VIEWED SECTIONS: **44%** BASICS **27%** SYSTEM ADMIN **15%** EXTENDING CRM

WHERE DID THEY COME FROM?

g **Y**

6% CAME AS A REFERRAL FROM ANOTHER WEBSITE

18% CAME DIRECTLY TO THE SITE BY TYPING IN:

CRMBOOK.POWEROBJECTS.COM

74% CAME FROM WEB SEARCHES ON ENGINES LIKE:

BING, GOOGLE, OR YAHOO

POWER OBJECTS

234 LIKES

1437 SHARES

486 TWEETS

WHERE DID THEY COME FROM?

3% CAME FROM A SOCIAL INTERACTION SUCH AS EMAIL OR FROM A SOCIAL MEDIA SOURCE LIKE FACEBOOK OR TWITTER

HOW DID PEOPLE SPEND THEIR TIME ON OUR SITE?

111 DAILY AVG. ▶ THE CRM BOOK HOME PAGE

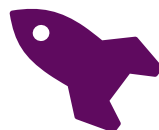**52** DAILY AVG. ▶ OUTLOOK CLIENT TROUBLESHOOTING

33 DAILY AVG. ▶ SEARCHING & NAVIGATING

🏠 40,540

THE HOME PAGE WAS THE MOST VIEWED SINGLE PAGE ON THE SITE, WITH **7.78%** OF ALL PAGE VIEWS.

TOP 10 PAGES

1. HOME PAGE
2. DYNAMICS CRM OUTLOOK CLIENT TROUBLESHOOTING
3. MICROSOFT DYNAMICS CRM SALES
4. UNDERSTANDING OPPORTUNITIES
5. SEARCHING AND NAVIGATION
6. UNDERSTANDING ACCOUNTS AND CONTACTS
7. MICROSOFT DYNAMICS CRM BASICS
8. SECURITY ROLES
9. ADVANCED SALES PROCESSES
10. UNDERSTANDING LEADS

56 AUTHORS

35 CHAPTERS

196 PAGES