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An investigation into rhetorical strategies and how it is employed and /or communicated in Kviknes Hotel`s blog, by using google analytics to identify visitors/viewers behavior towards the blog post

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*“Whatever words
we utter should be
chosen with care for
people will hear
them and be
influenced by them
for good or ill”*

-Buddha

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Abstract

Many businesses nowadays have considered the internet as a source of communicating or reaching out to their customers and potential customers, creating an easy access for communication. Communication is one of the most important aspects in any organization or business. The availability of the internet creates an avenue for easy, effective and a 24hours access to information for both parties. An aspect of online communication is blogging, blogs could be a way of driving traffic which helps to improve search engine ranking because blogs helps to bring fresh content and dynamic content into the mix and this particularly effective if the blog is created within the companies or business website domain. Companies and businesses are beginning to realize the importance of blogging and are employing this technique of driving traffic from their blogs into their website. Blogging has had a significant increase recently. More and more businesses are starting to use blogs on various levels to communicate either with the employees or potential customers.

The main purpose of this study is to investigate the ways in which rhetorical strategies are employed and/or communicated in Kviknes hotels blog, by using google analytics to identify visitor's behaviors towards the blog posts, "Ethos, Logos and Pathos" were employed as the three rhetorical strategies. The data collected from Google analytics showed interesting characteristics of viewer's behaviour towards a blog post and the persuasiveness of each blog posts on the viewers based on the different kinds of rhetorical strategies. The data showed that the blog posts have varying persuasive effect on the blog viewers. It however shows that the persuasiveness of a blog post is related with how well the three rhetorical strategies are employed in the blog post and identifying the effective use of the three rhetorical strategies to be more persuasive than using them individually.

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1. Introduction

1.1 Background

Communication is an ongoing process between individuals, systems and groups, it is a process that is basic in a development and understanding of any activity in an organization making communication an important factor in every organization or company. In the recent years communication has taken a newer approach whereby businesses and individuals are using the more modern way of communication i.e. internet. The internet has had a phenomenal breakthrough with the numbers of individuals and businesses who have turned to it for communication. There has been a significant increase in the use of internet from 1995 with 16 million users to 2014 with up to 3 billion users (University, 2016). Today's businesses and organizations have become a more global market which has made it even more important to have the ability to communicate effectively. The easy availability of internet today plays a significant role in digital communication amongst businesses and individuals globally.

Blogging has recently increased its popularity as a way of digital communication that organizations and individuals have turned to in order to reach out to each other. Blogs are an excellent way to communicate using storytelling and educational technology to the general public by using self-expressive and creative ways (D. Huffaker, 2004). Blogging has developed into a way of communicating within organizations and individuals on the internet and is considered to be effective and efficient for corporate communication due to its unique characteristics (Marken, 2005). Communication on blogs can be either one or two way, interpersonal or mass communication. This therefore means that businesses and individuals could directly communicate with their partners, customers and potential customers in an intimate or interpersonal manner.

Communication is claimed to be persuasive by nature. In this present study, an analysis will be conducted on a blog post analyzing the persuasive effects that the blog post has on its users.

The hotel that is used in this study is the Kviknes hotel is located in Balestrand right by the Sognefjord (Kvikne, 2016a).

1.2 Research Approach

There has been an increase in the popularity of blogging in the recent years. A study by Soyoen & Jisu (2010) found that a large amount of corporation in the USA have started using blogs as their tool for communication. However, even though there is an increase in the popularity of blogging many corporations have not managed to harness the unique potential blogs could offer (Soyoen & Jisu, 2010). Researchers have even suggested that blog management strategies used by businesses and its viewers is similar to that of intimate people (Grunig & Huang, 2008). Yet in order to have evidence that a blog is doing well, one may have to resort to a web analytic tool that has data to show how many viewers have visited the page, the time they have spent on blog posts etc. The authors of this paper have chosen to use data from Google Analytics to show this.

When communicating, there is a level of persuasion from the speaker to the listener. The way in which the speaker delivers a message will determine how it appeals to the listener.

Persuasion is an art and is seen as a verbal embellishment by scientific pioneers (Bauer & Gaskell, 2000). Social scientific researchers have considered rhetoric's as the art of persuasion.

This research concerns the Kviknes Hotels blog page. The Kviknes hotel is located in Balestrand, Norway and it is assumed by the researchers that rhetorical strategies forms of appeals such as Ethos, Logos and Pathos that may be present in the blog posts may have an effect on the behavior of the blog post viewers. The effect could be seen by the amount of visits, the time spent, the bounce rate or the entrances that the authors of this study will find in the web analytic tool, Google analytics. Google analytics allows one to study the online experience of website viewers. It is a tool that measures website performance optimization for

global clients and its free. Information obtained from Google analytics can help website owners make informed decisions about changing online strategies for the better (Clifton, 2010). Studies by Prom (2007) & Fang (2007) have used Google analytics to improve and evaluate content and designs of websites. Both these studies have suggested that Google analytics is a tool that can enable identifying problems and also help determine if the websites is giving the visitors information that they need.

For the authors, it is important that a good understanding is grasped on the concepts for the rhetorical strategies forms of appeals and an extensive research on articles assisted in this aspect. A good understanding on the main concepts on the Google Analytics system is also important and the authors have referred to the book called Advance web metrics with Google Analytics by Brian Clifton (2010).

1.3 Research question and hypothesis

The main goal of this study is to find out if the presence of rhetorical strategies appeal within blog posts affects the blog viewer's online behavior. Google analytics is also used to help in the finding.

The main research question is:

An investigation into rhetorical strategies and how it is employed and/or communicated in Kviknes hotels blog, by using google analytics to identify visitor's behaviors towards the blog posts.

Previous studies conducted shows that web design features can affect the users behavior and attitude and thereby affecting the persuasiveness of websites pages and blog posts (Anand et al., 2011; Burke, Joyce, Kim, Anand, & Kraut, 2007; Warnick, 2007). The study by Anand et al. (2011) illustrates that a persuasive means can be applied to online communication such as

blog posts and thus increasing its persuasiveness by appropriately manipulating particular design components on it. Based on this we hypothesize the following:

H1: The persuasive effect differs among the means of ethos, logos and pathos.

H2: High persuasive means of ethos reduces the persuasive effect of bounce rate.

H3: The high presence of ethos and pathos increases the time duration spent on the blogs.

H4: The persuasive means of ethos and logos will produce greater persuasive effect than that of ethos and pathos.

H5: Combining persuasive means of logos pathos and ethos leads to a greater persuasive effect on blogs than using any of them individually

2 Literature review

This thesis is mainly about online communication and the persuasive effect it has on the blog viewer's. This thesis focuses on the following aspects, rhetorical strategy appeals (Ethos, Logos and Pathos), Blogs, Google analytics and content analysis of the Kviknes Hotels blog page. The theory that will be used in the literature review belongs mainly to the following mentioned aspects. To identify which rhetorical strategy appeals are to be looked into previous theory is included together with more recent theory and research. Theory on blogs also researched and various articles is researched to present this aspect. The same is conducted in Google analytics whereby theory and research is presented showing what this web analytic tool does i.e. gather data on the blogpost viewers behavior online.

2.1 Communication

Communication is one of the most dominant aspects that happens in any setting. To understand and effectively communicate has been for many an after the fact enlightenment. Communication as a process is basic in the development and understanding of any given business's communication activities (Harris & Nelson, 2008). Past researchers have attempted to provide models that highlight important factors to gain a better understanding and quantify the effect of various communication behaviors. Communication is an ongoing process between individuals, systems and groups.

The following are two types of ways of communicating:

- Communication that is *linear* in nature. This involves a one way flow of message where the sender or speaker encodes or develops a message that would be sent over a channel to be received by an audience or listener. This model is effective in drawing attention to certain aspects, however it largely ignores the importance of feedback. A lack of feedback could

mean that the sender has no knowledge of knowing whether the message that s/he sent out is being understood by the receiver (Harris & Nelson, 2008).



Figure 1: Linear communication (Project-management-skills, 2010)

- Communication that is *interactional* in nature. This involves a two way flow of messages where the sender encodes a message that would be sent over a channel to be received by an audience or listener. This aspect takes into account the significance of feedback from the listener or audience. It focuses on the reciprocal message exchange that occurs between senders and receivers. The interactional perspective tells the sender of the message what was being perceived at the receiving end of the process (Harris & Nelson, 2008).

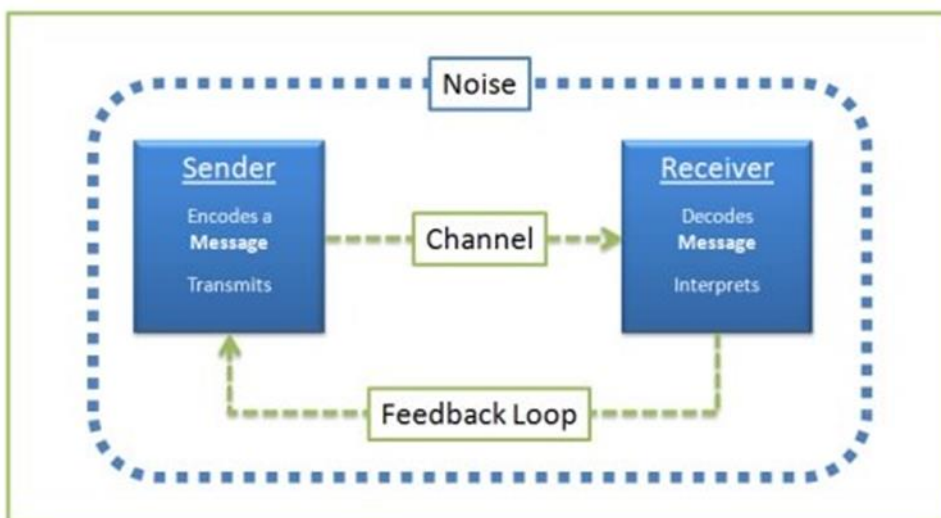


Figure 2: Communication process (Project-management-skills, 2010)

A fundamental problem with the above mentioned two ways of communicating is that they can lead to misnomers. Misnomer is to refer to something incorrectly and this can lead to

misunderstanding by presenting an explanation which is incomplete of the communication process. This can end in a communication breakdown or failure to communicate. There is a failure somewhere in the process of communication and if this failure were to be addressed, this may correct the problem(Harris & Nelson, 2008). The linear model could examine sender's approaches whereas interactional model may scrutinize sequence of events. In a communication process both the sender and receiver are at the same time sending and receiving and neither of them or the element within the communication process can fail to communicate. One cannot not communicate when a communication transaction has taken place (Watzlawick, Bavelas, & Jackson, 1967). Communication process is complex and dynamic. Transactions are contextual and is interpreted based on the circumstance. There is no necessary beginning or end in the communication process making it an arbitrary to label the participants as senders and receivers. The role of the sender can be assigned in a given situation however all organizational communication happens in the context of activities that is ongoing. Everyone can be affected and can also affect others in the transaction. In other words, sending and receiving may happen at the same time.

2.2 Digital communication

We are now in a digital age where the growth in electronic communication is a worldwide phenomenon. This phenomena can easily be seen as great as the industrial revolution that started in the late 1800's (Harris & Nelson, 2008).With electronic communication comes information technology. Information technology makes knowledge a vital commodity which needs effective use by organizations, hotels and other businesses. With this knowledge any given business can create better communication and leadership.

The internet which originally was created to enhance national security and academic research has now become an important aspect for many people and businesses. With the internet people can connect with talent anywhere quickly and at any time. The internet has made it possible to communicate on a global basis at any time. Students conduct researches for papers, businesses and organizations use it for competitive information making us an electronic global village. The total global internet usage went up to 125% from 2000 to 2004. Google searches went from 150 million searches per day to circa 1 billion searches per day. This illustrates the popularity that the internet has gained. In 1995 there were 16 million internet users worldwide and this number quickly rose to almost 3 billion internet users in 2013 (University, 2016).

The growth of internet users worldwide

Below is a chart showing how the number of internet users has increased from 16 million in 1995 to almost 3 billion in 2013.

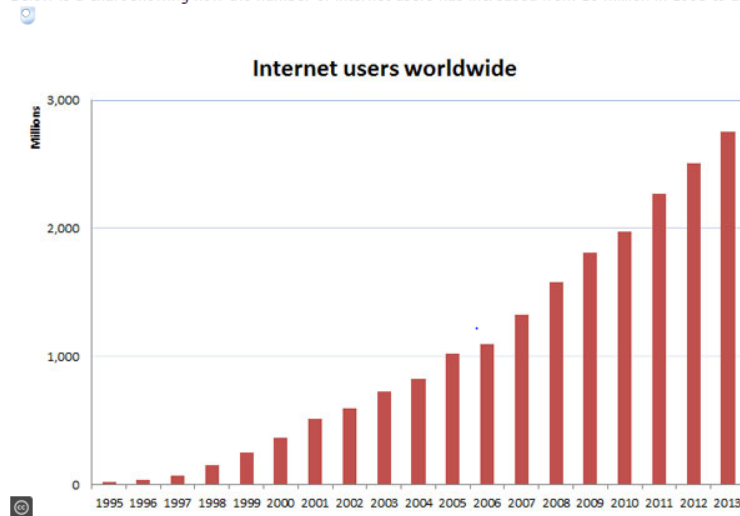


Figure 3: Internet users worldwide (University, 2016)

The digital world has also created significant forces for change. This change is no longer a question of do organizations want to change but how fast can change be inaugurated (Charan & Tichy, 1998). Globalization, international coalition, multinational enterprises demonstrates interconnectedness between economies. It was just in the 1960's when 6% of the US economy was exposed to competition on an international level. Fast forward 20 years later

this percentage skyrocketed to more than 70% and this continues to grow (Rothwell, Prescott, & Taylor, 1999).

It is worth mentioning at this point that data provided through information technology is however not always correct. This is because the available data is supplied by users who may not be experts on that particular topic. Human contact or face to face communication is also cut short with the use of internet (Harris & Nelson, 2008).

With the internet usage and novelty comes the more recent phenomena of social media or Web 2.0 as its usually called. (Sigala, Christou, & Gretzel, 2012). The social media has a remarkable influence on individuals while they conduct research for information on tourism suppliers or tourism destinations hence making it even more important for companies who are using social media to be strategic and clever in how they present their product on social media websites. A relationship could be built through social media between companies and potential customers and an even more lasting trusted relationship could result in sales, fewer returns and greater word of mouth (Safko, 2012).

There are numerous types of social media sites and some of these are LinkedIn, OT connection, Facebook, Twitter, YouTube and Blogposts (Strzelecki, 2011). Given that this present thesis is on Blogs we will now be focusing on blogs.

2.3 Blogs

A blog refers to an online diary of posts or a web log that is in reverse chronological order (Trammell & Keshelashvili, 2005). The most recent entry is at the top followed by the older entries and can be seen as reverse to the traditional log or diary. There are also some blogs that are sorted by the content or title making certain entries easy to locate. An essential feature of online blog is that it is a public document. Given the public feature of a blog, they are written to be informative or entertaining (Kent, 2008). Blogs content depend highly on the

bloggers topic of interest whether it be politics, travel, health or technology. Blogs are an excellent way to mix storytelling and educational technology in the classrooms and to the general public in a creative and self-expressive manner (D. Huffaker, 2004). The format of a blog is the same to a personal diary where recounting stories and events is dominant making it intuitive and easy to learn for both genders, many age groups and easy for teachers to apply (D. Huffaker, 2004). Some strengths found in blogs is their usefulness as message persuasion and framing tool and usefulness as research tool and environmental scanning (Kent, 2008). Despite the many articles that blogs and blogging have gotten over the recent years, it has received little critical attention. There is not much research in communication about blogging and almost no means of distinguishing the hype from claims made by consultants and mainstream sources.

Some weakness or risks found in organizations blogs are that some organizational bloggers are not effectively proficient in PR communication and discourse or they go public about certain issues without consultation from experts or organizational leaders (Kent, 2008). This could be considered risky for organizations and if done incorrectly could put the organization in a negative stance in the public's eye. Let us take for instance managers who participate in anonymous posting to blogs and are unaware that blog moderators can regularly out this and track back the source. This action can make organizations seem desperate. Bloggers for organizations should not lie or disguise their identity or attempt to undermine the communication channels by pretending to another. This is considered a violation to the public relations society of America's code of professional ethics (Kent, 2008).

Blogs have features that set them apart from other computer mediated communication. Examples of some of these feature are: easy to use content management system, archive oriented structure, and latest information and links to other blogs (Herring, Scheidt, Bonus, & Wright, 2004; D. A. Huffaker & Calvert, 2005). The flexible and interconnected nature of

blogs can be used by people for many reasons, for example personal diary, interacting with other bloggers, giving message to mass audience and creating a virtual community (Bortree, 2005; Herring et al., 2004; D. A. Huffaker & Calvert, 2005; Lawson-Borders & Kirk, 2005). Majority of blogs consist of personal thoughts and feelings of the bloggers and these messages posted in blogs are generally open to the public who have internet access unless the connection is somewhat restricted with special programming (Gurak, Antonijevic, Johnson, Ratliff, & Reyman, 2004). Corporate blog is unique in the sense that it has only recently been explored by researchers. Smudde (2005, p. 35) “describes corporate blog as a hybrid of personal blog”. Sifry (2004) describes corporate bloggers as “ people who blog in an official or semiofficial capacity at a company or are so affiliated with the company where they work that even though they are not officially spokespeople for the company, they are clearly affiliated with it” Based on the aforementioned blog descriptions, “a corporate blog can then be described as: endorsed explicitly or implicitly by a company or posted by an individual or group of people who are affiliated with the company” (Soyoen & Jisu, 2010, p. 32)..

Blogging has been a part of the website for over a decade now and ranges from personal journal to corporate marketing. It has developed to a ubiquitous mode of live communication (Thewllis, 2008). Marken (2005) argued that blogs have potential to be both efficient and effective corporate communication tool because of its characteristics that is unique. Blogs facilitate both one and two way communication and both interpersonal and mass communication. It is therefore claimed that blogs offer a unique channel for any given business to directly communicate with its audience in a way that is intimate resembling interpersonal communication where it reaches a vast audience (Kelleher & Miller, 2006).

A research by Soyoen and Jisu (2010) found that a large number of corporations in the USA have started using blogs as their tool for communication and the popularity of topic oriented blogs has increased in the recent years. Given the recent increase in amount of corporate

blogging, many of these corporations still have not managed to harness the unique potential that blogs can offer (Soyoen & Jisu, 2010). In order to maximize the relationship management efforts, bloggers should consider increasing the level of relationship management strategies and scope. Researchers have suggested that blog management strategies that is being used by corporations and its audience is similar to those between intimate people (Grunig & Huang, 2000). Based on this view, PR campaigns usually use relationship strategies that is used in interpersonal relationship like openly communicating, showing commitment and keeping in contact. Taking into consideration the uniqueness of communication via blogging, that is the characteristics of both mass and interpersonal communication, some perceive blog ideal for PR campaigns (Marken, 2005; Smudde, 2005). As said earlier there is a growing interest in corporate blogging over the recent years, and researchers have started to pay attention to this unique phenomena (S. M. Lee & Trimi, 2008). Some studies have examined potential benefits and risks of company blogs for instance <<misguided or malicious employee blogs have the potential to damage a corporations carefully crafted brand and competitors can employ bloggers to attack corporations or hire bloggers to start negative blog campaigns for no apparent reason>> (Cox, Martinez, & Quinlan, 2008, p. 6). Some of the benefits of company blogs are that <<customers often are more to believe in personal messages from a familiar blogger than polished messages from a marketing campaign. Blogs can be more effective at generating external participation and engaging prospects at a deeper level than other electronic media and target other businesses or individual consumers>> (Cox et al., 2008, p. 5). In addition to these benefits blogs can also be a medium for market research, an opportunity to gage market sentiments and also monitor trends and the marketplace (Cox et al., 2008).

A few of the corporate blogs that have been analyzed examined design and content features (S. Lee, Hwang, & Lee, 2006). These recent studies on blogs have given valuable insights and

guidance for upcoming studies, however the question remains as to what specific strategies are being used in the corporate blogs and how has it evolved as a tool of communication.

2.4 Content

Content of a web page could include different things like links, text and images (McGovern, 2006). Content involves the quality of blog writing itself, the headlines, the length of the blog post, and the frequency in which new content are added. Not all web contents make a difference (McGovern, 2006). Good web content that makes a difference makes the sales, builds the brand and delivers the service, this is called the killer web content (McGovern, 2006). Webs mainly runs on content, bloggers or writers are beginning to recognize that what makes a website successful is the quality of the content (Chen & Ohta, 2010). The blog basically runs on content, therefore one could assume that the content is the webs hidden treasure. According to L. J. Peterson et al. (2003) more and more people are beginning to have more interest in web content as it is a very valuable asset that produces great value when it is well and properly managed. Websites are meant to provide useful, important and valuable informative content that visitors (viewers) needs or expects of the website. Just as defined by the US department of health and human services (2006) that website evaluation is widely characterized as the act of stating or determining comprehensive and correct set of the requirements of the users, by making absolute sure that the website provides content that is useful, meaningful and meets their users expectations and as well as also setting usability goals (Human-Services, 2006).

In blogs, content is said to be an important element to its users because the content of the blog determines the users on their visit to the blog (Chen & Ohta, 2010). It stated that through testing and analyzing, he has discovered that there is a connection of science to content that has difficult formulae, which means that there are always writers who would write a sentence that will probably get a reaction around the world, and there are also some sentences that no

one would respond to. There are words that works and those that doesn't both across culture and market, words that makes sales and words that don't make sales (McGovern, 2006).

2.5 Usability/ accessibility

Web accessibility could be or means a barrier free web (Schmetzke, Greifeneder, Comeaux, & Schmetzke, 2007). In order for accessibility to the web to be possible, the web administrator(s) are in charge of enabling or making the web content accessible to the users (visitors) for different needs and at different level. For instance like people with disability so they could also have easy access to the internet. According to Huang (2003) who described web accessibility as the ability for anyone to gain or acquire information from the web regardless of their disadvantaged capabilities, limited software environment or limited hardware.

When designing a blog, this is an important area to consider as it is the web designers responsibility to ensure that there is an easy access to their blog page for different types of browsing. There are people who live with different disabilities, using different types of assistive software that helps them to access the web for instance, people with visual disability uses screen readers that helps them translate the text into a web browser to audio (Huang, 2003). Ensuring that a blog is accessible and usable to everyone is a key factor for successful blog (Petrie & Bevan, 2009). A good blog that is very well designed should be able to provide readers or visitors to the blog easy access to navigate and find content easily.

There are also some circumstances like when a blog is only accessed by means of a standard web browser, making this difficult or even impossible for visitors or readers using a mobile phone or PDAs (Petrie & Bevan, 2009). Thus a good blog would include the possibilities of accessing their blogs through these means. It is therefore important that a good blog designer

build his/her blog/websites that are standard complaint. These web standards assists in ensuring the minimization of accessibility and usability of a blog (Thewlis, 2008).

As we have mentioned earlier having information presented in an appealing manner could be an advantage for any given blogs making the audience want to read the blog or even create sales for any given business with the correct choice of text or pictures in the content. This is where the rhetorical aspect comes in.

2.6 Rhetoric's (Ethos, Logos, Pathos)

2.6.1 Rhetorical analysis approach

Rhetorical studies has developed greatly since the ancient Greeks (Bizzell, 1990; Tindale, 2004) and throughout history rhetoric's and science have had an uneasy relationship.

According to scientific pioneers rhetoric's was seen as a form of verbal embellishment that was to be avoided if one was looking for the truth of the matter (Bauer & Gaskell, 2000).

Nullius in verbal is the motto of the royal society of London and this means take nobodies word for it. There has to be a scientific explanation. Communicating is essential for scientific research and this involves persuading the listener on the subject matter. Persuasion leads us to rhetoric's or the art of persuasion, hence all social scientific research are considered as a form of rhetoric's together with a set of rules of engagement and particular means.

Traditionally rhetorical analysis focused on oral discourses, for example the analysis of specific speeches as those that were produced in political campaign and law courts (Leach, 2000). Over time researches are no longer confined to oral discourse as the focus has developed to cover the studies of all forms of discourse varying from overt to covert persuasive discourse, not only produced orally but also in visual elements, audio format and text (Leach, 2000; Zarefsky, 2008). Contemporary study of rhetoric's is related particularly to

the analysis of persuasive communication. Recently there has been an extension to cover online comments and posts such as discussion groups and blogs (Anand et al., 2011).

Aristotle provides the first comprehensive theory of rhetorical discourse where he defined rhetoric as “observing in a given case the available means of persuasion” (Solmsen, 1954, pp. 24-25) which encompasses a range of appeal like Ethos (Credibility), Logos (Logic) and Pathos (Emotions). These three components can be described as the audience-oriented view of persuasion. Communication of this nature is characterized by response changing, response shaping and response reinforcing (Miller, 1980).

Persuasive communication is considered to be difficult as there is no single universally accepted definition of persuasion (Stiff & Mongeau, 2003).

The act of persuasion is defined by The-Free-Dictionary (2016) “as the act of persuading or attempting to persuade. Communication intended to induce belief or action”.

Persuasion is an umbrella term of influence. It can attempt to influence a persons or a groups beliefs, attitudes, intentions, motivations or behaviors towards events, ideas, objects or other persons, by using either spoken or written words to convey reasoning, feelings, information (Wikipedia, 2016). It could be claimed that communication is persuasive by nature, whether it is intentional or unintentional. Usually persuasive communication is described as behavior that is intended to affect the response of the audience or receiver. Since communicative activities of persuasive communication are characteristics of blogs, this study approaches persuasive communication from this view point. As mentioned earlier Aristotle’s work on rhetoric’s identified three main components of proofs as persuasive communication on rhetorical appeals must have the presence of proof or demonstration. One of the first components is in character, the writer/speakers credibility or trust (ethos), and the second in appealing to the listener’s emotion (Pathos), and the third in the logic of the argument itself

(logos). Aristotle's considered Ethos as the apparent credibility of the source, to him Ethos is regarded as "almost the most important means of persuasion" (Zarefsky, 2008, p. 630). The three qualities that are very important for Ethos according to Aristotle includes the following: goodwill (eunoia), virtue (arête) and finally practical wisdom (phronesis) (Borchers, 2006). These features determines the speakers/writers credibility, they are the quality that the speaker needs in order to present his or herself credible.

In Aristoteles second component "he believes a speaker/writer is supposed to know about his or her audience. This implies to the audience that you can feel their pains, you have empathy, you have made them priority and understand their needs as to use effectively Pathos (Borchers, 2006). According to Lanham (1991, p. 166) Pathos basically means "putting in the appropriate mood by playing on its feelings".

Ethos and Pathos work very well together because you first need Ethos as a speaker to secure the audiences sympathy through the credibility of the speaker, validating the writer/speakers conviction (Rife, 2010). In other words as a sales persons people buy you first before buying your product.

Aristotle's third component is Logos (reasoning or logic). Attributes to the logos one constructs may include logic choices, readable sentences structures, and word choices. Logo characterizes the speakers or writers appeal to logic as a form of persuasion. According to Polansky (2008) of all the three logos was Aristoteles most favorite technique because he was a brilliant logician, master of reasoning and most of all a great persuader in his own right (Polansky, 2008). Logos goes well with Ethos as well because an admirable and a well-developed sense of logos could very well establish Ethos (Rife, 2010).

Rhetorical strategies have been observed and researchers have identified some of this rhetorical strategies serving as the ends of Pathos, Logos and Ethos. Terminologies such as

rhetorical strategy, rhetorical technique, rhetorical device and rhetorical tactic varies among researchers and are most times used interchangeably (Clark & Clark, 2005; Fogelin, 1974; Walton, 2008). However rhetorical strategy is preferred in this present study among the above mentioned alternative because this term allows a more flexible and broader approach into persuasive communication. This is so because the term “ rhetorical strategy” neither confines itself to use of a particular linguistic expression (rhetorical device) for example oxymoron and hyperbole, neither does it limit itself to structural, means to end rationality of this kind of term in a form of a particular “technique” or a particular “tactic”. Henceforth for the purpose of this present paper rhetorical strategy is meant to be understood in a broader manner or way as an intentional or unintentional form of communication (speaker/ writer) persuades his or her audience of a specific message to accept their point of view as valid.

Argument ad hominin is one of the most well-known rhetorical strategies, this kind of rhetorical strategies means that the arguer is attacked instead of the argument by picking on the arguers negative characteristics (Fogelin, 1974). The one most closely related to this is when the speaker may appeal to ridicule, where an argument is made making the opponents conclusion appear foolish. Poisoning the well is another type of ad hominem argument where the intention is to discredit everything that the target person says (Walton, 2008). Appeal to authority is one rhetorical strategy that assumes that when assertion is true due to the position of the person asserting (Clark & Clark, 2005; Walton, 1997). The writer or speaker may also appeal to consequences of actions. In this instance, the premises supports the conclusion that asserts positive or negative consequences after some course of actions (Walton, 2008).

According to Perelman and Olbrechts-Tyteca (1969) there are important categorization by specifying loci of quality and loci of quantity. The rhetorical strategies on loci of quality challenge the power of numbers. A rhetorical strategy on loci of quantity implies that when it comes to quantitative reasons one thing is more important or better than the other. Thus

however for instance a smaller number of things is presented as less impressive than a greater number (Perelman & Olbrechts-Tyteca, 1969). One axes of argumentation formed is the locus of quality transforms in a high rating of the unique. The unique in this case is related to a concrete value, what seems unique is what we consider as concrete value but actually what is precious to us is what appears unique.

2.6.2 Rhetorical studies of online communication

Warnick (2007) studied web-based persuasive discourse in the public sphere. The study focused on reception of persuasive discourse and the dependency of online credibility. Another research by Burke et al. (2007) studied rhetorical strategies provokes users response in Usenet newsgroup. The findings illustrated that messages that included introduction were most probable to get a reply than those without an introduction. Another research carried out by Wikgren investigated the persuasive citation behavior pattern in Usenet newsgroup (Wikgren, 2001, 2003). Citations served the rhetorical ends of legitimacy knowledge claims with the intent of providing readers with authoritative grounds to appeal to readers with the significance and validity of the papers argument (Gilbert, 1977). A recent study by Anand et al. (2011) examined the probability of categorizing blog post as either persuasive or non-persuasive using a rhetorical approach. The study is particularly relevant for the present investigation since it focused on the act of persuasion, cases where the counter attempt to convince the reader to adopt an attitude, commitment to act or a novel belief. For this reason the researchers created over 4600 blog posts marked for the presence of persuasion. In total 14 types of persuasion tactics were identified. One persuasive tactic identified was reason. This means justifying an argument that is based on additional argumentation schemes, e.g. deontic appeal and causal reasoning meaning obligation were used most frequently or drawing on ones duties. In this present study tactics that are particularly of interest includes

redefinition meaning social generalization, metaphor, or reframing an issue by analogy
meaning making generalization on how certain class of people tends to behave.

2.7 Google analytics

It is challenging to manage and integrate customer information about behavior and characteristics from data that is collected online (Chaffey & Ellis-Chadwick, 2012). However, the web is considered to be a useful medium to find information. There has been a rapid increase in its use leading to more and more businesses accepting the growing importance of their online presence.

Companies have recognized that the potential customers have easy access to the web today and businesses have started to create their websites in order to reach out to the large number of these potential customers.

Reaching out to a large number of potential customers is relatively easy to do, however website owners need to create websites that will appeal to potential customers. A poor performing websites can lead to a negative impact on the hotels positive performance and could even damage the brand. It is important for those who manage business websites to fully understand the poor performance, look into poor reviews or feedbacks online, or the websites capability to convert a visitor (Hasan, Morris, & Proberts, 2013).

Performance of a tourism website is becoming a strategic issue that is important for online marketing that is leading to an increase in web analytics (Plaza, 2011). Businesses today are prepared to invest resources and money in their websites and focus on aspects like what languages to use, how to market the site and which channels are most effective (Clifton, 2010). In order to carry this out a measurement tool is necessary, moreover a web analytic tool, such as Google Analytics.

Web metrics shows meanings to the data that is collected by the web analytic tool and this can either be advanced or basic. Basic metrics can be expressed in raw data like visits or page views. Advanced metrics are expressed in percentages and ratios and they are designed to improve the usefulness of the analytic data (E. T. Peterson, 2006). There has been several scientific articles that has analyzed the use of Google Analytics and its usefulness (Hasan et al., 2013). Two studies carried out by Prom (2007) & Fang (2007) have used Google analytics to improve and evaluate the content and design of websites and both these studies have suggested that Google Analytics is a tool that can enable the identification of problems and also help to determine if the website is giving the visitors the necessary information. There has, however, been little research conducted on evaluating usability of websites employing user-based, software-based (Google Analytics) and evaluator based usability evaluation methods together. Furthermore, additional research is needed to relate and examine detailed type of specific usability issues that could be identified mainly by the user, heuristic evaluation methods and Google Analytics (Hasan et al., 2013).

Google Analytics allows you to study the online experiences so that it can be improved. It is a tool that measures website performance optimization for global clients (Clifton, 2010).

Google Analytics provides time series data and it is a free service offered by Google that issues detailed data about visits to a website. It is a user friendly application with a guarantee of Google technology. Moreover, this tracking application records traffic by putting a HTML code into each of the websites pages. .

Google analytics measures the onsite journey a visitor takes, its drivers and the performance of the website. Once this information is obtained by businesses, they can then make informed decisions about changing the online strategy for the better (Clifton, 2010). When implementing Google Analytics users will get an insight to the initial visitor metrics that

ascertains the websites visitor distribution and traffic levels. The following are data that is collected from Google analytic

- “How many daily visitors
- Top visited pages
- Average time on site and how often visitors come back
- Geographic distribution of the visitors and what language settings they are using
- Average conversion rate (sales, registration, download, and so on)
- Average visit page depth and how this varies by referrer
- How sticky your pages are. Do visitors stay or simply Bounce off (single page visits)”

(Clifton, 2010, p. 8)

In addition to the above mentioned data, websites that facilitate e-commerce data may also gather data such as

- “Revenue site generates
- What your top selling products are
- Where your customers are coming from
- Average order value of you top selling product” (Clifton, 2010, p. 9)

There are two ways to collect web analytic data, namely log file analysis software and the more recent and popular method called Page tags. <<Page tags collect data via the visitors web browser and send information to remote data collection servers. The analytics customer views reports from the remote server>> (Clifton, 2010, p. 20).

Page tags are set up by those who create the websites so that data can be collected by the website owners for analysis, however, it may be assumed that errors may happen as 100 percent correct deployment of tags is seldom achieved (Clifton, 2010). However it is possible to reanalyze and amend the errors afterwards. Moreover, data that is collected from web analytic tools like Google Analytics can also have setup errors that could lead to data loss. In order to acquire web analytic data, cookie information is necessary as this helps identifies the visitors who visit the website eventually providing data like page view. Certain perimeters like firewall, search engine spiders can be a source of error when it comes to collecting data (Chaffey & Ellis-Chadwick, 2012; Clifton, 2010).

Transactional and content sites rely heavily on audience and traffic measurement, and relevant measures are defined as traffic data that describes activity on the websites. As we have mentioned earlier this activity consists data such as visit numbers, page views, bounce rates and sessions. Audience data describes the behavior of the website visitors, which paths they took through the sites, where they came from and whether they take action (Roberts & Zahay, 2012). The bounce rate is another method of investigating the performance of the website page. This illustrates the number of visitors that came into a website and leave the site without further actions (Clifton, 2010). According to Clifton (2010), this means that there is a lack of appeal or engagement that did not meet the visitors expectations leading them to leaving the site without further actions. Moreover, the message in the website could be misaligned or targeted poorly.

Chaffey and Ellis-Chadwick (2012) states that there are under and over counting with analytic tools. When it comes to the accuracy of data from Google Analytics, one must consider situations such as a same user visiting the site from multiple computers or multiple users visiting the site from one computer. Google Analytics data is also unable to verify an individual who accesses the site from home, work or other electronic devices such as mobile

phones. These visits would be illustrated on the Google Analytics data as several visits. This could be the case in internet cafes or people's homes. Moreover, contents on websites may take long to load, thus visitors who quickly visits these sites move on to another page and this may not even be detected by the analytic tool (Clifton, 2010). According to Clifton (2010) web analytic tools may not be fully accurate, making it difficult to measure the error, however despite this hiccup, errors have remained relatively constant and that by comparing year by year behavior may be safe, as long as there is no big change in end user behavior or technology (Clifton, 2010).

2.8 Authoritativeness of information sources

With regards to their authoritativeness of information sources, four main type of information sources are identified: Persuasive material, Popular scientific sources, News and Scientific sources. Persuasive material advocates a viewpoint of a particular nature that may influence the opinion of the public. Popular scientific opinion entails material that is for the general audience. This may be in diverse format such as TV, documents, web pages or printed books. Examples of this include articles in National Geographic or Wikipedia articles. News concerns current events and may be reported through the broadcast, internet to a big audience or printed media. And finally the scientific sources are sources providing evidence from the findings of basic and applied research that is funded by research agencies and universities (Savolainen, 2014).

3 Methodology and Research framework

This section of the thesis highlights which type of study is being used and where the data is derived from, all this in attempt to find out about blog post communication, its rhetorical strategy appeal and the data from Google analytics showing the blog viewers online behavior. The breakdown of the data collection and the analysis of the researched blog posts is also found here. One can also find the research framework which demonstrates how the authors of this thesis are addressing this study. There is a detailed description below the research framework explaining the constructs that is being used. Shortly after this one can find the validity, reliability and limitations of this thesis. Then there is the results which include the content analysis of the blog post, the rating of the blog posts and a discussion on the data on the blog post from Google analytics. This is followed by a discussion on the analysis, the conclusion and finally the recommendations.

3.1 Research framework and design

Designing and conducting studies varies strategically depending on the orientation that has been chosen for the research. Neuman (2011) describes two different orientations in research as quantitative and qualitative research design. Quantitative data is described by Neuman (2011) as hard data in the forms of numbers while qualitative data is described as soft data such as photos, symbols, words and sentences.

A richer and more comprehensive study involves a combination of both orientations (Neuman, 2011). These two approaches, qualitative and quantitative illustrate data collection methods and strategies applied in any given research. It represents “fundamentally different epistemological framework for conceptualizing the nature of knowing, social reality and procedures for comprehending phenomena’s” (Bauer & Gaskell, 2000, p. 12)

Based on this, the present study focuses on analyzing and collecting both qualitative and quantitative data. The qualitative data is gathered from the blog posts that is analyzed with the application of rhetoric's components namely ethos, logos and pathos. The concept content analysis is also applied to the analysis of the blogs and rhetoric's. More on content analysis is explained later. The quantitative data is mainly provided from Google Analytics. The present study's decision to use quantitative data from Google Analytics was mainly because its most likely the best tool to use to compare the online visitors behavior towards the blog posts based on the qualitative analysis conducted on the blog post by use of rhetoric's component. It was also chosen due to interest and the excitement of new approaches of collecting data.

This research topic is not unfamiliar and as indicated by the literature review, studies have been conducted to investigate the ways in which rhetoric strategies are employed and communicated in blogs but none of these studies have studied rhetoric's on hotel blogs or either used Google Analytics to collect data. However the use of Google Analytics has been found in some other industries to investigate web effectiveness (Marek, 2011; Turner, 2010). For instance, Marek (2011) provides a comprehensive overview of web analytic tool for improving library website content. The report presented a defined guide on how to use Google Analytic and how it can be applied to a variety of websites which includes blogs. The main goal of this current study is to describe the relationship between blog posts and the presence of rhetoric's by applying a rating scale of 1-5. Furthermore, this description will be compared with the data from Google Analytics. The purpose of using both blogs, rating scale and Google Analytic is an attempt to find out whether the presence of rhetoric's in the blog content has an influence in the visitors behavior.

3.2 Sample

To be able to generalize the findings or results of any given research a correct sample is required. Samples are used by researchers for various types of studies. The purpose of any

given research will influence the particulars of sampling. Quantitative research devotes most of its efforts to sampling, mainly to achieve a sample that is genuinely representative (W. L. Neuman, 2014). Qualitative researches usually attempt to gather knowledge on how a small number of activities, units or cases can highlight the key features of an area of social life (W. L. Neuman, 2014). In a qualitative study, less sampling is used to represent a population; however more focus is given to highlighting informative cases, events or actions. The goal is to deepen understanding from what has been learnt from the case studied. For this present research the sample is derived from the Google Analytics data that indicates the number of visitors that visits the blog posts of Kviknes Hotel. Given that the sample was convenient and readily available, the sample for this study may well be classified as a convenient sample. The population for this study is the visitors to the blog posts for Kviknes Hotel.

3.3 Data collection, measurement and analysis

Primary and secondary data are the two main types of data source. Primary data can be a past quantitative or qualitative data such as novels, photographs and newspapers (Neuman, 2011). Such data could be collected for the purpose of research. This present research has collected its primary data from Google Analytics and the blog posts from the Kviknes Hotels blog.

While secondary data was described by Neuman (2011) as research and works carried out by other authors that have studied and analyzed primary sources or data. Secondary data for this present study is based on the literature review.

This study analyses the text contents of the various blog posts and this is conducted in conjunction with the presence of rhetorical strategies forms of appeal in the blog posts text. Content analysis is a technique for examining content or information in symbolic or written material and the content can be words, meanings, ideas, themes or any message that is being communicated. The text can be anything written, spoken or visual that is served as a communication medium (Neuman, 2014). Content Analysis is a non-reactive method

whereby the content creator did not know that his/her work would be analyzed (W. L. Neuman, 2014). Furthermore, it is a data reducing exercise where text is coded into categories (Bauer & Gaskell, 2000). Content analysis is most frequently used for descriptive purposes or explanatory and exploratory studies (Neuman, 2014). Once an analysis of the text content has been conducted, the analysis can be then documented in an objective and quantitative term. The gathered data from the analysis is then analyzed with statistics, “the same way a researcher or experimenter would” (Neuman, 2014, p. 372)

Below is an example of a typical content analysis exercise in a table. Based on this, this current study’s analysis will adopt this practice for its analysis.

viable alternative process. For example, a typical content analysis exercise would result in a table with category variables *v* and cases *c*:

	<i>v1</i>	<i>v2</i>	<i>v3</i>	<i>v4</i>
<i>c1</i>	x	x	x	x
<i>c2</i>	x	x	x	x
<i>c3</i>	x	x	x	x
<i>c4</i>	x	x	x	x

Figure 4: Typical content analysis (Bauer & Gaskell, 2000, p. 167)

In a content analysis research a coding system is used to operationalize constructs. It is a set of rules and instructions of how the content analysis is observed and recorded (Neuman, 2011). There are “two major types of content analysis coding, latent and manifest” (Neuman, 2011, p. 375). Latent coding is when a researcher finds out subjective meaning such as motifs and themes and systematically finds them in a communication medium. Manifest coding on the other hand is when a researcher creates a list of words, symbols or phrases and attempts to find them in a communication medium (Neuman, 2011). This present study adopts both manifest and latent coding approach.

Every text unit must fit a code, and none can be left over. By adding a value 'other' or 'does not apply', one ensures that every unit fits. Codes

Table 8.2 *Example categories for press articles*

<i>c1 size (ordinal scale)</i>
1 = small
2 = medium
3 = big
<i>c2 news format (categorical scale)</i>
1 = latest news
2 = reportage
3 = interview
4 = commentary
5 = editorial
6 = review
7 = other
<i>c3 word count (interval and ratio scale)</i>
100, 165, 367 or 658 words

Bauer and Gaskell (2000)

illustrate examples of text units

fitting into a code. As shown in

figure 5, there is a rating where 1

represents small and 3 represents

big.

Figure 5: Coding and categorizing (Bauer & Gaskell, 2000, p. 139)

Measurement issues are more central to quantitative research, however in qualitative studies the focal point it is to capture concepts on ideas. As in all research, ideas are linked to observable empirical data (W. L. Neuman, 2014). For this study, the reduction of the text will be the analysis, categorization/coding and rating of the blog contents. This is conducted while applying rhetorical strategies, i.e. ethos, logos and pathos. Most classical text content analysis culminate in being described numerically. During this analysis a considerable thought is given to the distinction and quality before the quantification occurs. With this in mind, content analysis links the statistical formalism and the qualitative analysis of the text. Content analysis is the “only method or text analysis that is developed within the empirical social science” (Bauer & Gaskell, 2000, p. 132). When a quantity/quality research in social science is conducted, content analysis is a hybrid technique that may mediate in this unproductive dispute over methods and virtues. The challenge in content analysis is to create meaningful unit of analysis to a large amount of material or text (Bauer & Gaskell, 2000). Unit of analysis are cases or units that are under consideration and are key to developing concepts, empirically measuring or observing concepts and using data analysis (Neuman, 2014, p. 69). In content

analysis the text is transformed into categories, as shown in figure 3 & 4 above, and covers relevant and important aspects of the research subject matter (Bauer & Gaskell, 2000).

With the help of a table illustrating the entire data of the analysis collected from the blog, this however is the core material for this present study. The variables that are used in this study are the rhetorical strategies forms of appeal and the cases are the blog posts and the main blog page from Kviknes Hotel blog. There are 6 different blog posts analyzed and each will have its separate table categorizing its rhetorical strategy rating from 1 being the lowest to 5 being the highest. This rating and categorizing in this study is this study's way of operationalizing the variables that will be analyzed. In addition to the rating and categorization, another important aspect in the analysis of this study is the data that shows the behavior of the viewers/visitors towards the blog which was retrieved from Google Analytics. The authors of this paper have acquired the Google Analytic data from Kviknes Hotel. The Google Analytics data will be correspondingly compared to each blog. This research covers data that ranges from 1st January 2016 to 30 April 2016. The tables are found in Appendix 2.

3.4 Research framework

The literature review in this study is the base and elaboration of the research framework. The rhetorical strategies for this study were approached as factors that serve the ends of the 3 main types of rhetorical appeal that was identified by Aristotle, i.e. ethos, logos and pathos. The findings of previous studies were used to identify rhetorical strategies in this present study, particularly Fogelin (1974) and Anand et al. (2011). The repertoire of such strategy was later on broadened by added new categories acknowledged in the analysis of the empirical data. The finding by Wikgren's (2001, 2003) on the persuasive use of information source in an online discourse was used in this study. The framework of this study is presented in Figure 6.

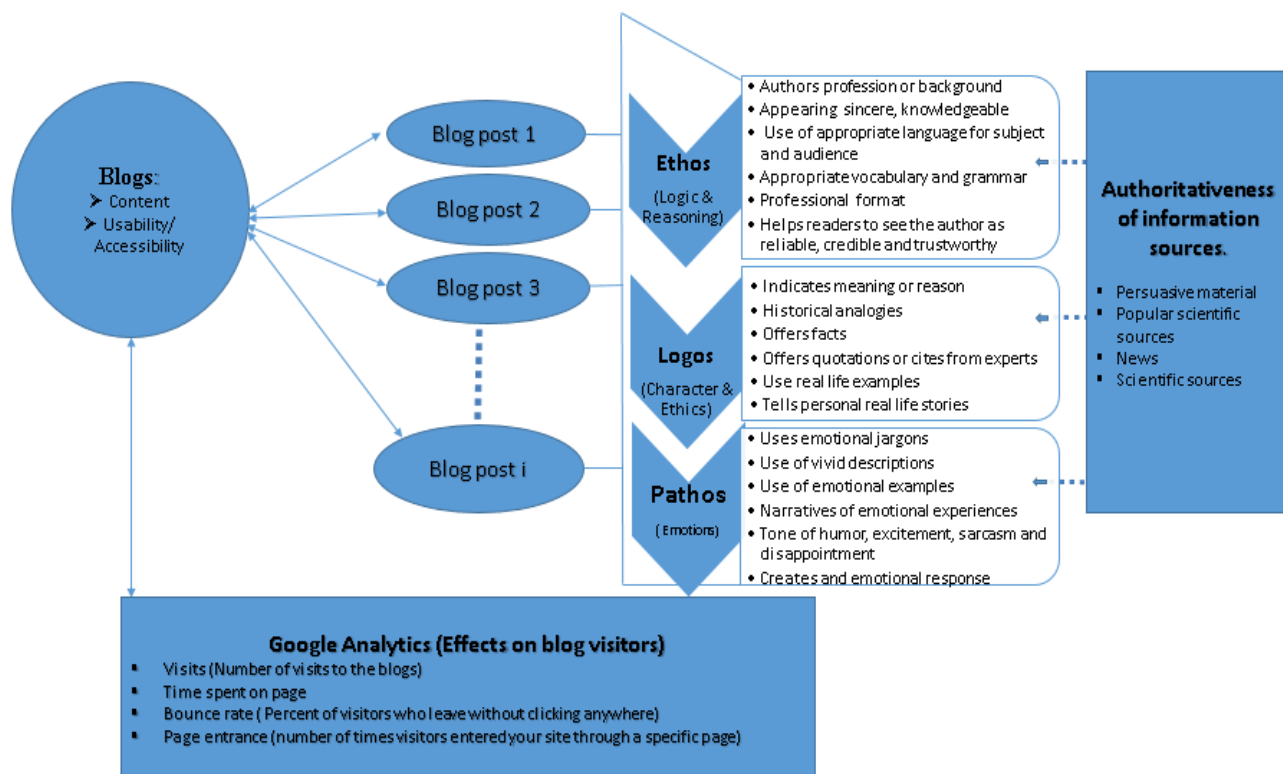


Figure 6: Research framework

Figure 6 suggests that blog posts can employ different rhetorical strategies for the purpose of persuasion characteristic of ethos, logos and pathos. For instance, indicates meaning or reasoning of the communicator can serve the ends of logos since this strategy aims at logic and reasoning, for example presenting evidence derived from scientific evidence or report. For pathos the rhetorical strategy that serves its ends may include narratives of emotional experiences, since pathos concerns emotion. For ethos the rhetorical strategy that serves its ends may include author's profession or background, since ethos concerns the enhancing of the authors reliability, credibility and trustworthiness. The rhetorical strategy can be strengthened by the communicator by drawing on information source of various kinds. One could assume that the authoritativeness of such source is mainly important because of the different type of information sources is used in the argumentation might affect the degree to which the communicator and his/her message is taken earnestly (Savolainen, 2014). With regards to their authoritativeness, four main types of information sources are identified:

Persuasive material, popular scientific sources, news and Scientific sources (Savolainen, 2014).

Figure 7 illustrates the 3 classical rhetorical types of persuasive appeal which we explore in our analysis and discussion of the rhetorical strategy of interpersonal influence, this table is the work of Amossy (2005) cited in Scaraboto, Rossi, and Costa (2012).

Rhetorical Strategies			
	Appeals to LOGOS (logic, reasoning)	Appeals to ETHOS (character, ethics)	Appeals to PATHOS (emotion)
Definition	The argument itself, the reasoning the author uses; logical evidence	How an author builds credibility and trustworthiness	Words or passages an author uses to activate emotions
Form of Appeal	<ul style="list-style-type: none"> . Cites theories /scientific facts . Indicates meanings or reasons . Literal or historical analogies . Offers definitions . Cites factual data & statistics . Quotations . Citations from experts . Informed opinions . Uses real life examples . Tells personal anecdotes 	<ul style="list-style-type: none"> . Author's profession/background . Appearing sincere, fair minded, knowledgeable . Conceding to opposition where appropriate . Morally/ethically likeable . Use of appropriate language for audience and subject . Appropriate vocabulary . Correct grammar . Professional format 	<ul style="list-style-type: none"> . Emotionally loaded language . Vivid descriptions . Emotional examples . Anecdotes, testimonies, or narratives about emotional experiences or events . Figurative language . Emotional tone (humor, sarcasm, disappointment, excitement, etc.)
Effect on Audience	Evokes a cognitive, rational response. Readers get a sense of: "Oh, that makes sense" or "Hmm, that really doesn't prove anything."	Helps readers to see the author as reliable, trustworthy, and credible. The reader may respect the author's or his/her views.	Evokes an emotional response. Persuasion by emotion. (usually evoking fear, sympathy, empathy, anger)

Note. Adapted from Amossy, R. (2005). *Da noção retórica de ethos à análise do discurso. Imagens de si no discurso: a construção do ethos*. São Paulo: Editora Contexto; Meyer, M. (1994). *Retórica e comunicação* (9-16). Porto: Edições ASA.

Figure 7: Rhetorical types (Scaraboto et al., 2012, p. 254)

3.5 Validity & reliability

The sample of this study is relatively a big sample of 3422 viewers of the blog post between the period January 2016- April 2016. According to (Neuman, 2011) the larger the sample is the less the sampling error. Larger samples gain more accuracy (Neuman, 2011). It is therefore safe that the authors of this paper could conclude the validity and reliability of this research was part of the blog viewer's contribution. Although the generalization of this result

is questionable as according to Neuman (2011) convenience sample can produce non representative sample. There are some inaccuracies in data collected from Google Analytics and some of these may include the sample and thereby affect the generalization. The data from Google Analytics provides data on the blog posts that shows the visitors behavior. This means that the data is not influenced by the respondent's ambiguous answers. Google Analytics data stands to be questioned, for instance set up errors which could lead to the web analytic tools data loss. As mentioned in the literature review, in order to acquire web analytic data cookies information is necessary as this helps identify the visitors of the websites eventually providing data like page views (Clifton, 2010). However certain perimeters like Firewall, search engine spiders can be a source of error when it comes to collecting data. Having said all of the above mentioned, Google Analytics data is not affected by other measurement instruments in this study and thus to a large degree have some measurement reliability .

This study has some weaknesses and one of the weaknesses the authors of this study can think of is the ratings of rhetorical strategies conducted in the analysis of blog posts 1 to 6 that were investigated. Given that the authors did not succeed in finding other studies of the exact same nature, an extensive research on literature review was conducted in order to grasp the concepts of operationalizing the rhetorical strategies, ethos, logos and pathos and how this can be related to the data collected from Google Analytics that shows the behavioral pattern of the visitors to the blog. The above reason affects the strength of this study's validity making the validity not to stand strong. When a concept isn't clear, this affects the reliability and content validity of a research (Neuman, 2011).

The sample for this study may have been big in number yet the missing information on demographics and other information about the viewers makes it difficult for the authors to find out if the sample used is biased or not. This therefore questions this study's validity.

3.6 Limitations

In a process of developing a research or study, researchers try to anticipate and consider different arguments from various angles that could be used to attack the findings. The individual cases used in the research needs to be constructed and well thought through. Another important aspect in any given research is to be open and clear about the limitations that may be found in the study, so that the researchers can address and anticipate any criticism (Patton, 2002).

Having said that, the limitations for this present study must be acknowledged by the researchers. This study has 6 blog posts that have been given ratings 1-5 in accordance with Rhetorical strategies. This rating/coding of the blog content may be seen as limitation as the ratings were given by the authors, and may be affected by researcher's bias. Furthermore, if there had been other individuals rating the blog posts then the rating would most probably be somewhat different. Researchers also need other data source to help them find out the extent to which activities are typical and given that the authors of this paper could not find other studies of the same nature, the ratings given to the blog posts were operationalized after an extensive literature search on the subject matter. Having said this, it is unknown how this bias may have affected the result or conclusion. More studies would have to be conducted of the same nature to be able to come to a conclusion.

Data and reports may have limitations and this may well be the case with Google Analytics data. Google Analytics issues numbers of views and the data provided by Google Analytics does not specify if a viewer is viewing the same blog post from another pc or an internet shop, so this would mean counting the same viewer more than once (Clifton, 2010). This may have an effect on the number of view as each view is considered to be a unit of analysis. Although it is unknown to the researcher on how this bias may have impacted this study.

Another limitation regarding Google Analytics is that it does not provide much information on demographics. This limits the study from finding out age or gender which could have helped to break down the demographics for the viewers and even help website owners to adjust language and content of their websites. However, a study carried out by Sousa, Yeung, and Cheng (2008) found no significant relationship between demographic characteristics and the importance of website attributes (as cited in Virginia Phelan, Christodoulidou, Countryman, and Kistner (2011).

According to the studies by Fang (2007) and Prom (2007) Google Analytics has been used to help improve content and designs of websites and both these two studies have suggested that Google Analytics is a tool that can enable the identification of problems and also help to determine if the website is providing the visitors information they require. However, the usability of websites has had little research carried out on it, meaning that those who actually read/view the websites should be approached so that their views are taken into account.

Another limitation on the blog content analysis may be that the inferences made by the authors of this study cannot reveal the intentions of those who created the text or the effects that the messages have on the viewers. Further research is recommended on the blog viewers and the owners of the blogs.

The authors of this paper have used the Kviknes hotels Facebook page to link the activities happening there with the peaks that are found on the time series graphs that is presented in the actual analysis of each blog posts. On the Facebook page, posts on activities, new events and special offers were posted shows the dates and time. Most of these posts seemed to have generated traffic on the blog posts as evidence is shown on the Google Analytics data with the significant higher numbers in views. However there has been a few of high numbers in Google analytics data that the authors of this paper could not find on the Facebook page posts

which limited an explanation to particular peaks on the time series. An explanation to this may be that there just so happened to be many viewers visiting the blog post on that particular day or it could be generated from other sources unknown to the authors. A list of the events from the Kviknes hotels Facebook page is shown in Appendix 1.

Finally, the continuous evolving of the internet and technology needs an ongoing research in this specific area that studies the influence that these changes have on blogs viewers and blog owners.

4 Results

Below are the analyses of the blog posts 1-6. There will be a short description of the blog post, followed by a screenshot of the actual blog post under analysis, rhetorical strategies rating table, analysis on the blog and finally the time series graphs that the authors deemed relevant for the blog posts.

4.1 Blog Post 1(Main blog page)


This is the Norwegian version of the main blog page and it shows the following links at the top, om Kviknes, spesialtilbud, aktivitetskalendar, rom, mat&vin, kurskonferanse, selskap&bryllaup og kontakt and a language option. Below the links at the top is a big picture covering the screen that shows the inside and outside of the hotel as well as its surroundings, followed by a statement “Best Historic Hotels of Europe the Water 2014”. Right below the statement is the booking option for rooms which includes, frå dato, antal netter, ant rom, voksne, barn and finn rom. Below this is the description of the hotel with the title “Velkommen til Kviknes Hotel- Perla ved Sognefjorden” followed by the following text

«I Balestrand, vakkert plassert ved Sognefjorden, ligg Kviknes Hotel. Her har familien Kvikne hatt vertskapsrolla sidan 1877. Hotellet vart reist i sveitserstil. Mange nybyggingar, ombyggingar og utvidingar har ikkje gått ut over særpreget til staden. Kviknes er i dag eit moderne hotell med sjel og atmosfære, og er med sine 190 rom eitt av dei største turisthotella i Noreg. Hotellet har gjennom fleire generasjonar samla ei mengde kunstverk og klenodium som pregar hotellet og gjev det sin spesielle stil. Opplev Kviknes og Sognefjorden - sjå våre Spesialtilbod» (Kvikne, 2016b)


This blog post contains photos of the other blogs with the topic of the blog. There is also a hotel booking option and logos of organizations that the hotel is a member of. This blog post will be analyzed based on rhetorical strategies and data from Google analytics will be used to

identify the persuasiveness of each blog post by looking into the pattern of the viewer's behavior towards the blog post. Below is a screenshot of the actual blog post.


KVIKNES HOTEL

[Om Kviknes](#) [Spesialtilbod](#) [Aktivitetskalendar](#) [Rom](#) [Mat&Vin](#) [Kurs&Konferanse](#) [Selskap&Bryllaup](#) [Kontakt](#) 


Aktuelt




Utsikten på Gaularfjellet gir deg eit skikkeleg sug i magen
Når du kikkar over kanten, ser du 700 meter ned til Sognefjorden!




Folkeuniversitetet held kurs på Kviknes av éin god grunn
- Kombinasjonen av moderne lokale og historiske omgivadar.




Opplev vakre Nærøyfjorden på tur til Flåm
Kombiner UNESCO-attrakksjonen med lokal ølsmaking.




Tør ikkje ta «Sognefjord-sandwich» av menyen
Sandwichen er så populær at kjøkkensjefen ikkje tør anna enn å behalde han.




Frå Balestrand til Urnes stavkyrkje på dagstur
Den vakre kyrkja er på UNESCO si verdsarvliste.



«Frost-kyrkja» bærer på ei utruleg kjærleikshistorie
- Ungane kjem hit med store auge.



Tre dagsturar i Balestrand du må oppleve
Dei høge fjella betaler deg med ein utruleg utsikt.



Tre kortare turar i Balestrand du må oppleve
Du treng ikkje gå så langt for å få den fantastiske utsikten.

Booking

Frå dato

Antal netter

Ant rom



Voksne


Barn


Finn rom


Nyheitsbrev


Gåvekort


















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Figure 8: Blog post 1 (Main Blog Page) (Kvikne, 2016b)

Rhetorical strategies forms of appeal	Blog Post 1 rating
<p>Ethos</p> <ul style="list-style-type: none"> • Authors profession or background • Appearing sincere, knowledgeable • Use of appropriate language for subject and audience • Appropriate vocabulary and grammar • Professional format • Helps readers to see the author as reliable, credible and trustworthy 	<p>2</p> <p>4</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p>
<p>Logos</p> <ul style="list-style-type: none"> • Indicates meaning or reason • Historical analogies • Offers facts • Offers quotations or cites from experts • Use real life examples • Tells personal real life stories 	<p>4</p> <p>5</p> <p>2</p> <p>3</p> <p>1</p> <p>1</p>
<p>Pathos</p> <ul style="list-style-type: none"> • Uses emotional jargons • Use of vivid descriptions • Use of emotional examples • Narratives of emotional experiences • Tone of humor, excitement, sarcasm and disappointment • Creates an emotional response 	<p>2</p> <p>4</p> <p>1</p> <p>1</p> <p>4</p> <p>3</p>

Figure 9: Rhetorical strategies rating for Blog Post 1

Blog post 1 which is the main blog page is said to be credible, trustworthy. The main blog page is analysed based on its features and the following ratings as shown on figure 9 are both assigned to the main blog page based on rhetorical strategies, Ethos, Logos and Pathos. Based on these outcomes of the analysis one would assume that this blog page is expected that the viewers would visit the blog and would want to proceed to other activities or click on a blog posts or links that is found on the post, meaning exploring more on the blog rather than just going in and out. By proceeding on to other activities on the page means that this would reduce the probability of high bounce rate. Based on the outcome of the analysis on the main blog page which shows that the blog page is highly credible and trustworthy as according to Zarefsky (2008) who mentioned that Ethos according to Aristoteles is the apparent credibility

of a source, Aristotle regards Ethos as a most important means of persuasion. The outcome and expectation of a credible and trustworthy main blog page would be high possibility of further viewing of the blog and a low percent in the bounce rate.

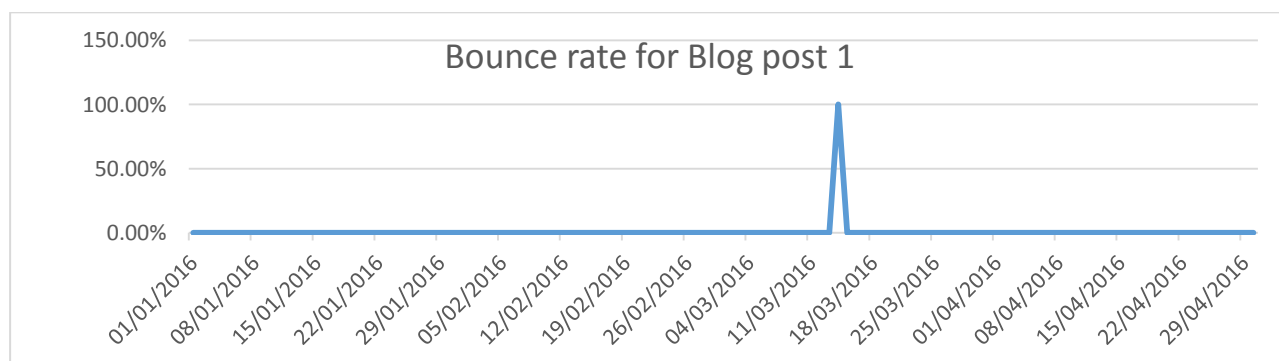


Figure 10: Bounce rate for Blog post 1

Figure 10 illustrates that trustworthy and credibility of a webpage reduces the possibility of high bounce rate. The data gathered from Google analytics showed mainly 0% bounce rates between the periods of January to April, except for the 14th of March which had a 100% bounce rate.

On the 14th of March there were 24 views on Blog post 1 (main blog page) at 100% bounce. This indicates that the 24 visited the main blog page and left without undertaking any further actions. This may indicate that the viewers found nothing of interest or new or that there was a lack of appeal or engagement that did not meet the visitors expectations leading them to leaving the site without further actions. Moreover, the message in the website could be misaligned or targeted poorly. Another explanation as stated by Clifton (2010) is that it may have taken some time for the blog post to load and therefore the viewer moved on.

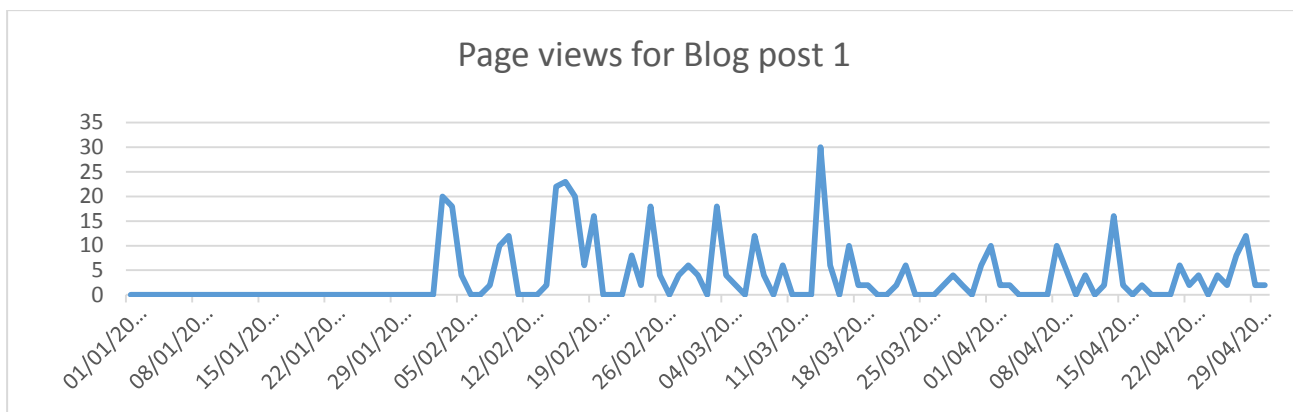


Figure 12: Page views for Blog Post 1 (main blog page)

The number of views varied from day to day depending on the activity that happened. Figure 12 illustrates the page views and the peak indicates mainly new activities, special offers, events, blog posts being posted etc. The Google analytics data total number of views of Blog post 1 (Main blog page) between January and April is 416 views and total time spent was 23.3 minutes.

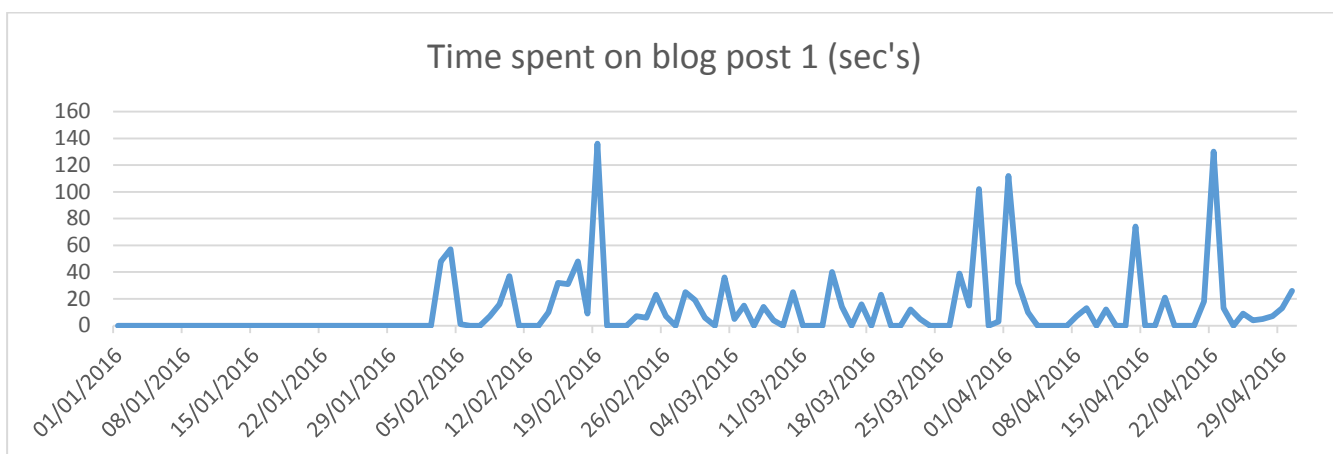


Figure 13: Time spent on Blog post 1 (main blog page)

4.2 Blog post 2

The second blog post concerns the Sognefjord sandwich which was posted on the 10th of February 2016 on the hotels Facebook page. The blog post contains texts and photos of the Sognefjord sandwich and the chef with the backdrop of the mountains and fjords, food and wine. There is also a hotel booking option and logos of organizations that the hotel is a member of. This blog post will also be analyzed based on rhetorical strategies and google analytics. Below you will find a screenshot of the actual blog post.

Om Kviknes
Spesialtilbud
Aktivitetskalender
Rom
KVIKNES HOTEL
Mat&Vin
Kurs&Konferanse
Selskap&Bryllaup
Kontakt

Tør ikkje ta «Sognefjord-sandwich» av menyen

Sandwichen er blitt så populær at kjøkkensjefen ikkje tør anna enn å behalde han på menyen.

- Det er som ein skikkeleg saftig club sandwich, med sjøkrepsar frå fjorden og lokale råvarer frå Balestrand, fortel Sigurd Kvikne, dagleg leiar på hotellet.

Det var han sjølv som kom på ideen. På tur i Berlin fekk han servert ein sandwich med hummar på eit kjent hotell. Han drog heim til kjøkkensjefen med klar beskjed: Dei måtte lage ein egen, lokal vri. For dette var utruleg godt.

- Her i fjorden har vi tilgang på veldig gode sjøkreps. Dei blir fiska i Solvorn, og nokon i Fjærlandsfjorden. Under to timar etter dei er fiska, har eg del på kjøkkenet. Ferskare blir det ikkje, fortel Alfred Kerschbaumer, kjøkkensjef på Kviknes Hotel.



Kjøkkensjefen på hotellet syner fram Sognefjord sandwichen.

Sel fleire hundre kvart år

Dermed vert det sandwich av sjøkreps frå Sognefjorden, med ramslök frå Bygdekvinnelaget i Vetlefjorden og sjølsagt godt, ferskt brød. Med salat og raudlök er sandwichen så smakfull og einestående at hotellet i Balestrand begynner å bli kjent for han.

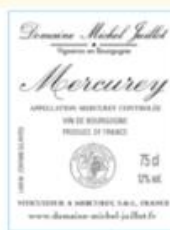
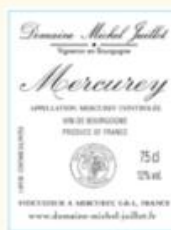
- Vi lagar fleire hundre av denne sandwichen kvart år. Den er kjempepopulær. Så populær at vi ikkje tør å ta han av menyen, fortel Kerschbaumer.



Hotellet sin eiga raudvin.



Hotellet sin eiga kvitvin.



Baksida av vinflaska.

Ønskjer du å oppleve maten på Kviknes Hotel? Sjå vårt tilbod "Sansleg opphald" her!

< SHARE

< Opplev vakre Nærøyfjorden på tur til Flåm

Frå Balestrand til Urnes stavkyrkje på dagstur >

Lokal mat

Kviknes Hotel er opptekne av lokal mat og ønsker å bruke alt dei kan få tak i frå bønder og matprodusentar i nærleiken. Alt av bær og frukt er frå Balestrand og Leikanger, blant anna plommer, bringebær og blåbær. Røyelaks frå Balestrand. Breiflabb og kveite frå ein lokal yrkesfiskar. Kalvar og oksar frå lokale bønder. Sopp frå skogen. Berre sesongen bestemmer kva som er tilgjengeleg.

- Vi ønsker at turistane som kjem hit skal få norsk mat frå Noreg. Og så er dei norske råvarene av ein utruleg kvalitet, seier kjøkkensjefen frå Østerrike, som kom til Noreg første gong i 1992.




Sommarmeny


Kvar månad gjennom sommaren serverer Kviknes Hotel deg ein ny fire retters middag, av dei gode, lokale råvarene. Det er mykje fokus på sjømat, både fisk og skaldyr. Og så får du anbefalt dei beste vinene frå Sigurd Kvikne, som er lidenskapeleg oppteken av vin.

- Om sommaren går det mykje god kvitvin. Mest frå Frankrike og eg pleier å anbefale ein god burgund til sjømat med mykje smak. Vi har vår eigen husvin med bilde av hotellet på etiketten, fortel Kvikne.


Aktuelt:




Utsikten på Gaurarfjellet gir deg eit skikkeleg sug i magen
Når du kikkar over kanten, ser du 700 meter ned til Sognefjorden!




Folkeuniversitetet held kurs på Kviknes av ein god grunn
- Kombinasjonen av moderne lokale og historiske omgjevnadar.




Opplev vakre Nærøfjorden på tur til Flåm
Kombiner UNESCO-atraksjonen med lokal ølsmaking.




Tør ikkje ta «Sognefjord-sandwich» av menyen
Sandwichen er så populær at kjøkkensjefen ikkje tør anna enn å behalde han.




Frå Balestrand til Urnes stavkyrkje på dagstur
Den vakre kyrkja er på UNESCO si verdsarvliste.



«Frost-kyrkja» bærer på ei utruleg kjærleikshistorie
- Ungane kjem hit med store auge.



Tre dagsturar i Balestrand du må oppleve
Dei høge fjella betaler deg med ein utruleg utsikt.



Tre kortare turar i Balestrand du må oppleve
Du treng ikkje gå så langt for å få den fantastiske utsikten.

Booking Frå dato: Antal netter: Ant rom: Voksne: Barn: [Finn rom](#)

Nyheitsbrev

Gåvekort

f

i








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 Adresse: Kviknevegen 8, N-6899 Balestrand, Telefon: +47 57 69 42 00, E-post: booking@kviknes.no,

Figure 14: Screenshot of Blog post 2 (Kvikne, 2016f)

Rhetorical strategies forms of appeal	Blog post 2 rating
<p style="text-align: center;">Ethos</p> <ul style="list-style-type: none"> • Authors profession or background • Appearing sincere, knowledgeable • Use of appropriate language for subject and audience • Appropriate vocabulary and grammar • Professional format • Helps readers to see the author as reliable, credible and trustworthy 	 4 4 5 4 5 5
<p style="text-align: center;">Logos</p> <ul style="list-style-type: none"> • Indicates meaning or reason • Historical analogies • Offers facts • Offers quotations or cites from experts • Use real life examples • Tells personal real life stories 	 4 4 5 4 4 5
<p style="text-align: center;">Pathos</p> <ul style="list-style-type: none"> • Uses emotional jargons • Use of vivid descriptions • Use of emotional examples • Narratives of emotional experiences • Tone of humor, excitement, sarcasm and disappointment • Creates an emotional response 	 4 5 4 4 5 5

Figure 15: Rhetorical strategies ratings for blog post 2

Based on the authors analysis on this blog post in relation to rhetorical strategy one could assume that this blog post was expected to increase, improve or promote the time spent on page. This blog post is focused more on a topic that almost anyone could relate with and it is expected to be high mostly in Ethos and Logos. The writer of this blog post had logical choices, in terms of the topic, the picture and the sentence structure was readable, good word choices etc. As Logos characterizes the writers appeal to logic as a form of persuasion. The viewers seem to relate with this blog post, both in the pictures that was displayed in this post and also the topic of the blog post. The analysis of the blog post based on rhetorical strategies indicates that Ethos and Logos have a stronger presence in this blog post which the authors of this thesis assume would increase the time that is spent on the page, as according to Rife (2010) which was mentioned earlier in the literature review Ethos and Logos work very well together because an admirable and a well-developed sense of logos could very well establish

Ethos (Rife, 2010) because as a speaker or a writer you first need Ethos to secure your audience sympathy through the speaker or writers credibility, validating the writer/speakers conviction. Meaning as a blog post the viewers need to be convinced of how credible the blog post is before they are persuaded to stay longer on the blog post. The time series below shows the spread out of time spent on this blog post. Activities occurring around these peaks were events, new activities and special offers.

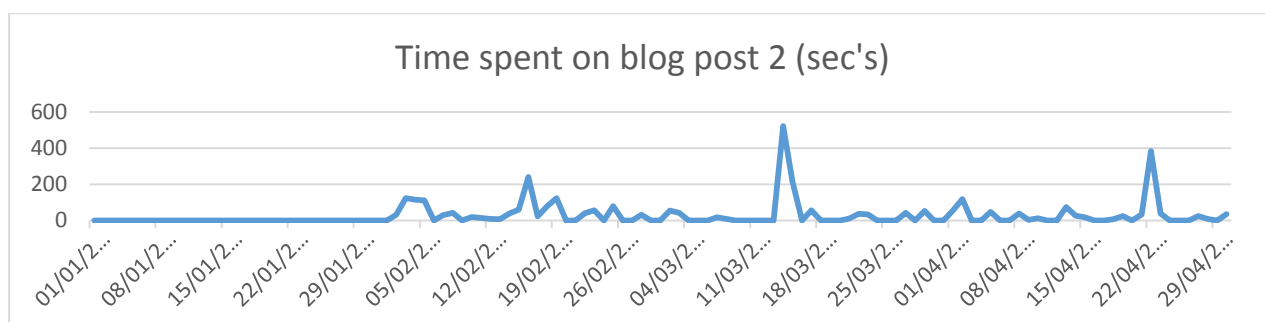


Figure 16: Time spent on blog post 2

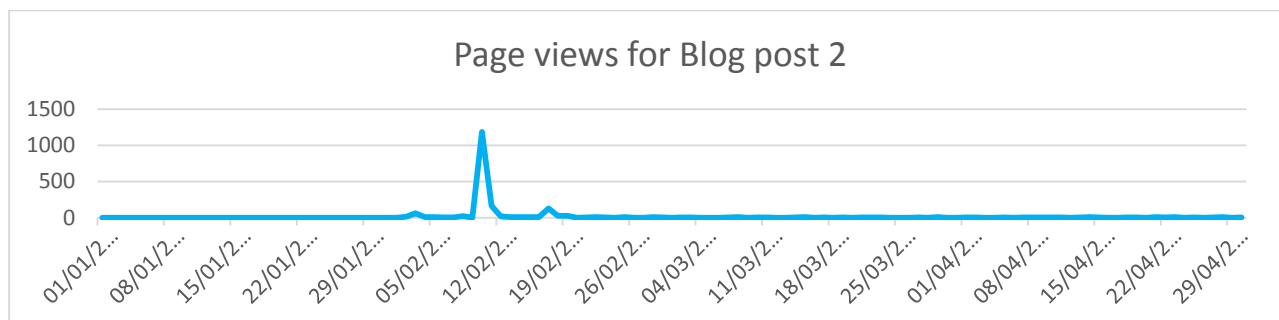


Figure 17: Page views for Blog post 2

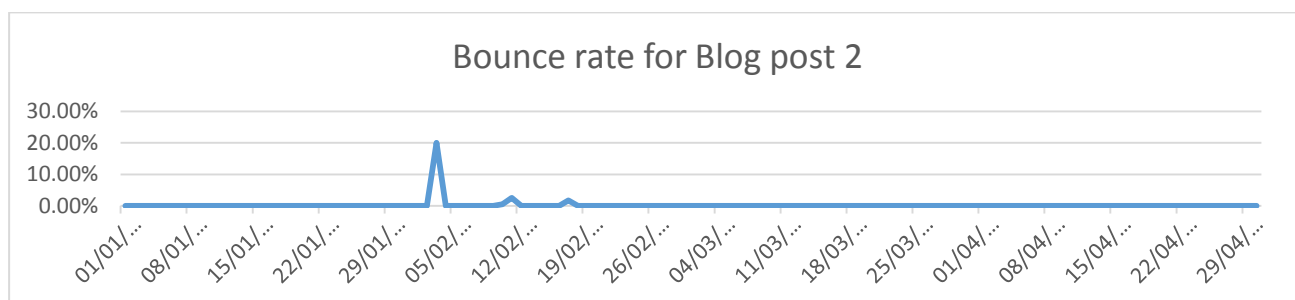


Figure 18: Bounce rate for Blog post 2

Blog post 2 has its highest bounce rate of 20% on the 03rd February. The other bounce rates found on blog post 2 are on the 10th February at 0.54%, 11th February at 2.5% and 17th February at 1.79%.

4.3 Blog Post 3

The third Blog post concerns 3 short hikes in Balestrand which was posted on the 01 February 2016. The blog post contains texts and photos of the fjord, mountains, children out and about in the nature and waterfalls. This blog post will also be analyzed based on the rhetorical strategies and Google analytics. Below is the screenshot of the actual blog post.



The screenshot shows the top navigation bar of the Kviknes Hotel website. The navigation menu includes: Om Kviknes, Spesialtilbod, Aktivitetskalender, Rom, KVIKNES HOTEL, Mat&Vin, Kurs&Konferanse, Selskap&Bryllup, and Kontakt. Below the navigation bar is a large banner image of a fjord with mountains in the background. The text on the banner reads: "Tre kortare turar i Balestrand du må oppleve". Below the image is a paragraph of text: "Du treng ikkje gå så langt for å få den fantastiske utsikten. Du treng ikkje vera fjellvandrar for å nyta fjella. Balestrand har ein heil haug med kortare turar om du er mindre vande til å gå i fjellet, ikkje har heile dagen eller vil ha ein barnevennleg tur."

1. Kreklingen natursti



Dette er ein fin runde på nokon kilometer. Du kan velje kor lang eller kort du vil gjere den. Undervegs finn du informasjon om flora og fauna, laga til for både born og vaksne. Høgaste topp på 250 moh vil gi deg ei fin utsikt over Balestrand. Dette er ein tur på mellom to og fire timar, alt etter kva form ein er i og kva rute ein vel.

Les meir om turen.

2. Buråsi (mot Raudmelen)



Buråsi er ein del av motbakkeloopet Balestrand Opp, og er ein fin tur dei fleste kan klare. Nokre brøtt, men ikkje for lang. Turen tek eit par-tre timar, der du går opp og ned same veg. På toppen får du ei fantastisk utsikt over Sognefjorden og Ekefjella.

Turen startar ved Belehøli, på same stad som dei merka naturstiane. Vel raud leype mot Raudmelen. Etter ei forholdsvis brøtt stigning, har du mulighet for ein pause ved Orrabanken på 370 moh, for å nyte utsikten. Etter Orrabanken følger du sbien oppover til du når Buråsi. Her er du på 575 moh og har god utsikt over Balestrand og Sognefjorden. Ønsker du ein lengre tur, kan du fortsette vidare opp mot Raudmelen (972 moh). Utsikta blir meir magisk jo høgare du kjem!

Les meir om turen.

3. Fossestien



Fossestien er ein vandreveg på Gaularfjellet med 14 sterke fossar og sju fjellvatn. Turen har fleire startpunkt, så du kan tilpasse turen etter ditt behov. Du må kjøre ein liten time frå Balestrand, men får spektakulær natur å utforske og kan gå tur/retur. Du får eit fint og vennleg terreng med rikt dyre- og fugleliv, og kulturlandskap med aktive gårdsbruk. Ein lett tur som passar for dei fleste.

Les meir om turen.

Bestill vår «vandrepakke»

Ta gjerne kontakt, så hjelper vi deg med transport og gode tips til turen. Vi har òg ein «vandrepakke» der vi tilbyr gode turmuligheter med to dagars opphald på Kviknes Hotel. Frukost og middag i vår storslåtte spisesal er inkludert, og sjølvsagt matpakke og turkart til turen.

Les meir om vår «vandrepakke».

Sjå også: *Tre dagsturar i Balestrand du må oppleve*

«INNE»

< Tre dagsturar i Balestrand du må oppleve

Vi pussar opp! >

Aktuelt:



Utsikten på Gaularfjellet gir deg eit skikkeleg sug i magen

Når du kikkar over kanten, ser du 700 meter ned til Sognefjorden!



Folkehøgskulen held kurs på Kviknes av ein god grunn

– Kombinasjonen av moderne lokale og historiske omgivelser.



Opplev vakre Nærøyfjorden på tur til Flåm

Kombiner UNESCO-attraksjonen med lokal smakning.



Tør ikkje ta «Sognefjord sandwich» av menyen

Sandwichen er så populær at kjøkkensjefen ikkje tar same ann å betralde her.



Frå Balestrand til Urnes stavkyrkje på dagstur

Den vakre kyrkja er på UNESCO si verdsarvliste.



«Frost-kyrkja» bærer på ei utruleg kjærleikshistorie

– Ungane kjem hit med store øyde.



Tre dagsturar i Balestrand du må oppleve

Det høge fjella beratar deg med ei utruleg utsikt.



Tre kortare turar i Balestrand du må oppleve

Du treng ikkje gå så langt for å få den fantastiske utsikten.



Figure 19: Screenshot of Blog post 2 (Kvikne, 2016e)

Rhetorical strategies forms of appeal	Blog post 3 ratings
<p>Ethos</p> <ul style="list-style-type: none"> • Authors profession or background • Appearing sincere, knowledgeable • Use of appropriate language for subject and audience • Appropriate vocabulary and grammar • Professional format • Helps readers to see the author as reliable, credible and trustworthy 	<p>5</p> <p>4</p> <p>5</p> <p>5</p> <p>4</p> <p>5</p>
<p>Logos</p> <ul style="list-style-type: none"> • Indicates meaning or reason • Historical analogies • Offers facts • Offers quotations or cites from experts • Use real life examples • Tells personal real life stories 	<p>5</p> <p>3</p> <p>4</p> <p>2</p> <p>3</p> <p>2</p>
<p>Pathos</p> <ul style="list-style-type: none"> • Uses emotional jargons • Use of vivid descriptions • Use of emotional examples • Narratives of emotional experiences • Tone of humor, excitement, sarcasm and disappointment • Creates an emotional response 	<p>3</p> <p>4</p> <p>2</p> <p>2</p> <p>4</p> <p>4</p>

Figure 19: Rhetorical strategies rating for Blog post 3

This blog post is more of a more informative blog, one could assume that this blog was set out to inform the viewers of what they could find in that area or region, how the facilities could be enjoyed etc. From this blog post one could also think that this particular blog post was meant to catch not just the single people, married, young or old but of many different

categories of individuals as possible. Due to how informative this blog post is it makes the authors to assume that the expectation is to increase number of views and the time spent. This blog post had its highest number of views on the 01st of February and the time spent on this particular page varied but had the highest time spent within the period the blog post was posted on Facebook. This blog post has its strongest rating on Ethos, this might explain the peak on the time series see figure 20.

The author also assume that the high rating on Ethos could have lead to the increase on page views and the time that was spent on the blog post as well.

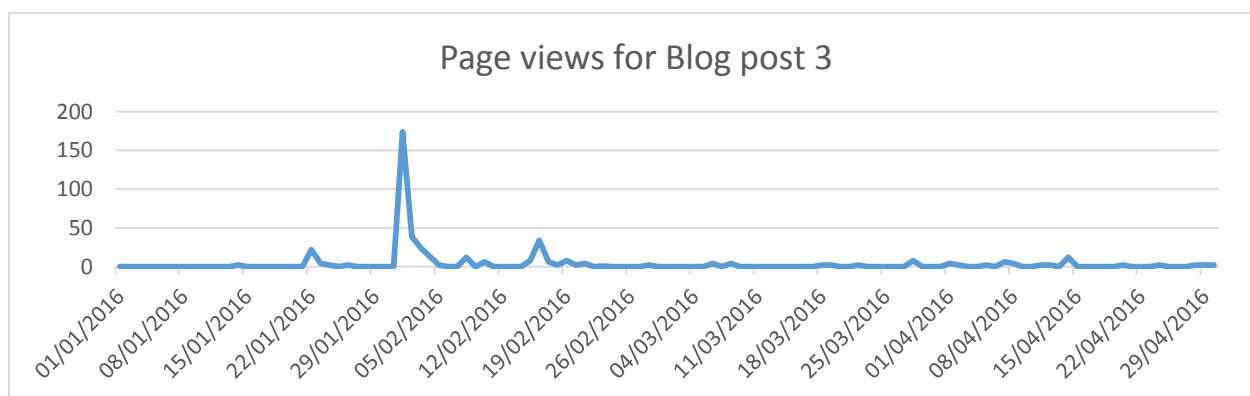


Figure 20: Page views for Blogpost 3

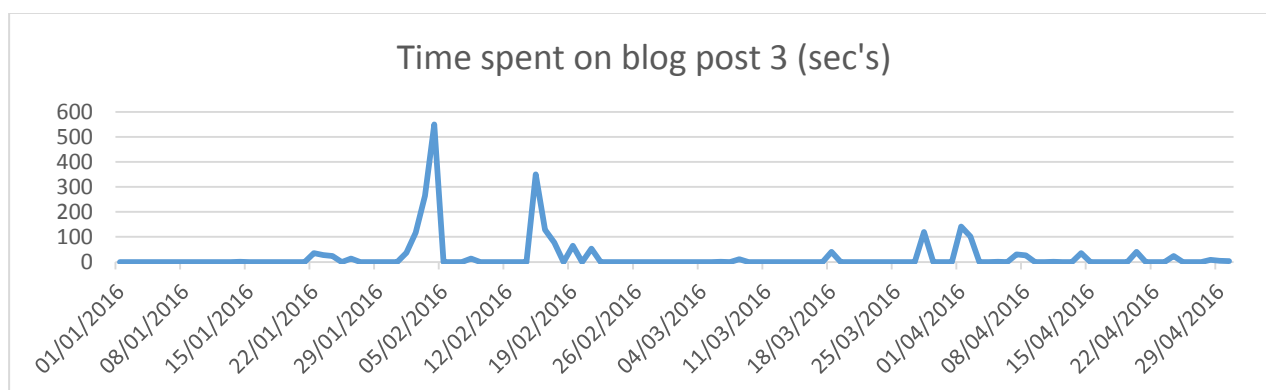


Figure 21: Time spent for Blog post 3

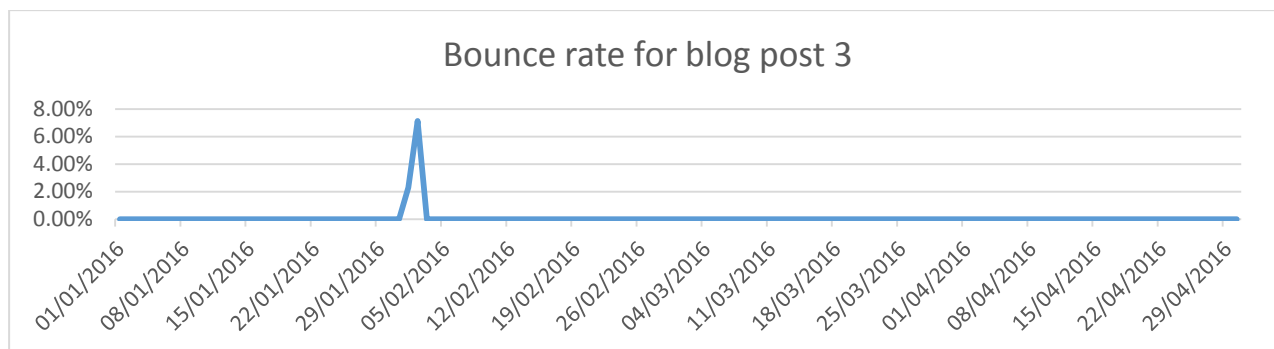


Figure 22: Bounce rate for Blog post 3

4.4 Blog post 4

The fourth blog post concerns the frozen church. This church contributed to the inspiration of the world renowned Disney film “Frozen”. The blog post is about a love story whereby one of the Kvikne brothers, Knut, fell in love with a lady from England who was a mountain climber, Margaret. Shortly after the two married, the lady died from Tuberculosis in 1894. Out of pure love and as promised, he built an English church in honor of his English love. The blog post includes photos of the church with mountains in the background, the fjord and even a photo of Knut and Margaret Kvikne. This blog post will also be analyzed based on rhetorical strategies and also using data that was collected from Google analytics. Below you can find screenshot of the actual blog post.

«Frost-kyrkja» bærer på ei utruleg kjærleikshistorie



- Ungane kjem hit med store auge.

Har du sett Disney-filmen Frost, eller Frozen, har du allereie vore i den vakre kyrkja. I Balestrand vest i Noreg, ligg ho. Kyrkja som er så godt som identisk den kyrkja der Disney-prinsessa Elsa blir krona til dronning.

Men kyrkja er ikkje berre vakker, den bærer òg på ei utruleg kjærleikshistorie.

Bygde kyrkja til si avdøde kone

Kyrkja blei bygd etter ynskje frå Knut Kvikne, ein aktiv og stille mann som saman med broren dreiv Kviknes Hotel. Han fann sin store kjærleik i den engelske fjelklatraren Margaret Sophia. Prestedottera kom på besøk i Balestrand i 1886, og blei gripen av den kjekke hotell-eigaren der han farta rundt og viste fram fjella til turistane.

Dei to gifta seg, men fekk ikkje meir enn fire år saman før Margaret døydde av tuberkulose i 1894. Av rein kjærleik, og som lovnad før han miste si kone, bygde Knut ei kyrkje i Balestrand: St. Olaf Church.

Ei engelsk kyrkje til ære for sin engelske kjærleik. Med tårn, spir, skifertak og ovale vindauge med dei vakraste glasmaleria.



Knut og Margaret Sophie Kvikne.



St. Olaf Church i Balestrand er nesten heilt lik Disney-kyrkja innvendig. Elsa i Disney-filmen "Frost" blir krona til dronning i denne kyrkja.

Inspirasjon til Disney-film

Den over 100 år gamle, brunmalne kyrkja er like vakker i dag. Ho ligg idyllisk til mellom majestetiske fjell og den magiske Sognefjorden, like bortanfor Kviknes Hotel. Ei så sjarmerande lita kyrkje, at sjølv Disney-teamet har latt seg imponera.

Då dei skulle finne inspirasjon til den Oscar-vinnande filmen Frost, drog dei på synfaring i Balestrand i fleire dagar.

- Dei fekk sjå kyrkja og blei begeistra. I tillegg har dei brukt dragestils-mønsteret vi har på hus og bygningar rundt oss, til å dekorere kleda i filmen. Det synes vi er stas, fortel Kari Kvikne, oldebarn av bror til Knut.

Bra for Noreg

Som fjerde generasjon Kvikne er Kari stolt av familiehistoria. 48-åringen synest det er fantastisk at vaksne og born i heile verda får sjå og lære om den lokale kyrkja. At dei får innsyn i den norske kulturarven.

- Nå veit ein heil generasjon kva Noreg er for noko. Ungar i heile verda får betre kjennskap til ei annan verd med snø og kulde.

- Ungane som har vore her står igjen med store auge. Vaksne som har sett filmen synes det er morosamt at kyrkja er så lik. Dei som ikkje har sett filmen, seier dei skal heim å sjå han, fortel Kari.

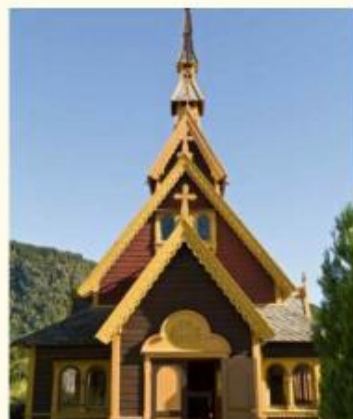
Ynskjer du å besøke St. Olaf Church i Balestrand? Ta gjerne kontakt.

Sjå vårt tilbod "Opplev Walt Disney's Frozen i Balestrand"!



Engeliske Kirke i Balholm

Kyrkja ble innviagd den 18. juli 1897.



Kyrkja i dag.

< SHARE

< Frå Balestrand til Urnes stavkyrkje på dagstur

Tre dagsturar i Balestrand du må oppleve >

Aktuelt:



Utsikten på Gaurarfjellet gir deg eit skikkeleg sug i magen

Når du likkar over kanten, ser du 700 meter ned til Sognefjorden!



Folkeuniversitetet held kurs på Kviknes av ein god grunn

- kombinasjonen av moderne lokale og historiske omgjevnadar.



Opplev vakre Nærøyfjorden på tur til Flåm

Kombiner UNESCO-atraksjonen med lokal dsmaking.



Tør ikkje ta «Sognefjord-sandwich» av menyen

Sandwichen er så populær at kjøkkensjefen ikkje tør anna enn å behalde han.



Frå Balestrand til Urnes stavkyrkje på dagstur

Den vakre kyrkja er på UNESCO si verdsarvliste.



«Frost-kyrkja» bærer på ei utruleg kjærleikshistorie

- Ungane kjem hit med store auge.



Tre dagsturar i Balestrand du må oppleve

Dei høge fjella betaler deg med ein utruleg utsikt.



Tre kortare turar i Balestrand du må oppleve

Du treng ikkje gå så langt for å få den fantastiske utsikten.



Figure 23: Screenshot of Blog post 4 (Kvikne, 2016c)

Rhetorical strategies forms of appeal	Blog post 4 ratings
<p>Ethos</p> <ul style="list-style-type: none"> • Authors profession or background • Appearing sincere, knowledgeable • Use of appropriate language for subject and audience • Appropriate vocabulary and grammar • Professional format • Helps readers to see the author as reliable, credible and trustworthy 	<p>5</p> <p>5</p> <p>5</p> <p>3</p> <p>5</p> <p>5</p>
<p>Logos</p> <ul style="list-style-type: none"> • Indicates meaning or reason • Historical analogies • Offers facts • Offers quotations or cites from experts • Use real life examples • Tells personal real life stories 	<p>3</p> <p>3</p> <p>3</p> <p>5</p> <p>4</p> <p>4</p>
<p>Pathos</p> <ul style="list-style-type: none"> • Uses emotional jargons • Use of vivid descriptions • Use of emotional examples • Narratives of emotional experiences • Tone of humor, excitement, sarcasm and disappointment • Creates an emotional response 	<p>5</p> <p>4</p> <p>4</p> <p>5</p> <p>4</p> <p>4</p>

Figure 24: Rhetorical strategies for Blog post 4

Figure 24 shows the rating of the rhetorical strategies for this actual blog post, this indicates Ethos and Pathos as the highest rated out of the three rhetorical strategies for this blog post. The reason for this might be based on the nature of the post. The blog post is all about storytelling, history, and an historical association with a well-known movie “Frozen”. The story was emotional and this blog post is in relation with a well-known movie and this makes the authors of this paper to assume that the motive behind this blog post was to attract both parents and their kids, meaning that any parent who sees this blog post would want to take their kids to see this church which the authors of this paper see to be reasonable and logical. The Authors rhetorical strategy analysis on this blog post indicates Ethos as the highest rated followed by Pathos with a very slight difference. This particular blog post has it richness in historical analogy, it used a real life example, strong facts and as well as quoting from what or

where the reader are able to relate with, the reader/ viewer must have seen the blog post as meaningful and reasonable. This would probably explain the reason this blog post got the highest time spent on page over the period of January to April 2016. This could indicate that people had interest in reading on each time the blog post had viewers.

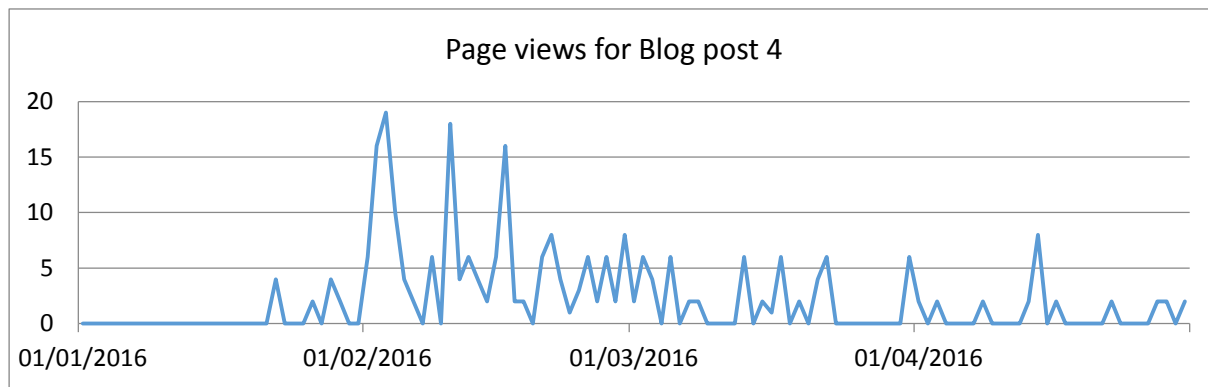


Figure 25: Page view for Blog post 4

The two peak periods illustrated in Figure 25 was due to a special event that was posted on Facebook at this time. This was a promotion for the hotel website creating traffic for the site through Facebook. And this was one of the reasons why this blog was created in the first place.

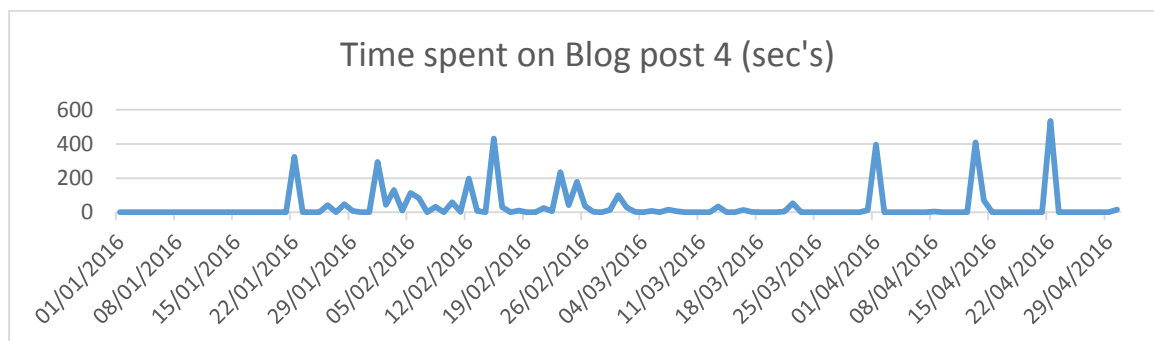


Figure 26: Time spent on Blog post 4

Figure 26 shows time spent on page by viewers for blog post 4 from January to April 2016. This blog post had one of the lowest page views but with the highest time spent over the period of this investigation.

4.5 Blog post 5

The fifth blog post concerns a visit to Nærøyfjorden on a trip to Flåm. This blog post consists of both texts and photos of the fjord on a good day with blue skies, a train in the mountains, a boat with passengers in the fjords and snow peaked mountains in the background, local beer, a booking option for the hotel and logos of different organizations that the hotel are members of. This blog post will be analyzed based on rhetorical strategies as well as using data collected from Google analytics. Below you will find a screenshot of the actual blog post.

Om Kviknes Spesialtilbud Aktivitetskalender Rom **KVIKNES HOTEL** Mat&Vin Kurs&Konferanse Selskap&Bryllaup Kontakt 

Opplev vakre Nærøyfjorden på tur til Flåm



Kombiner UNESCO-attrakasjonen med lokal ølsmaking.

Skal du bu hjå oss på Kviknes hotel i Balestrand er det verdt å ta turen til Flåm. Du får oppleve kontrastfylte fjell og fjordar, du kan smake lokalt øl og ta ein uforgløyemeleg togtur med Flåmsbana.

Ta båt eller bil

Om sommaren kan du ta båt frå Balestrand til Flåm. Båten går kvar dag klokka 08:30 og dreg tilbake 15:30 (kjop billetter om bord). Med båten kan du verkeleg nyte dei høge fjella og den majestetiske fjorden på nært hald. Med lukta av sjø og vind i håret blir det ein sanseleg oppleving.

Du kan òg ta bilen til Flåm, over Vikafjellet eller gjennom Lærdalstunnelen. Begge vegane byr på vakker natur og tar rundt 2,5 timar.

Nærøyfjorden - smal og spektakulær

Uansett framkomstmiddel må du oppleve Nærøyfjorden. Det er ikkje utan grunn at UNESCO har vald å ha han på si verdsarvliste. Med ville fossefall og stupbratte fjellsider på opp til 1800 meters høgde, vil Nærøyfjorden ta pusten frå dei fleste. Denne sidesarmen til Sognefjorden er omkring 17 kilometer lang. Kjem du med bil, kan han opplevast med ein båttur frå Flåm.



Panoramautsikt med Flåmsbana

I tillegg kan du oppleve den kjente Flåmsbana. Dette er ei av verdas mest spektakulære togreiser, og ein av de største attraksjonane i Noreg. Tøget køyrer frå enden av Aurlandsfjorden og opp til hogfjellet ved Myrdal stasjon. Du stig frå havnivå i Flåm, til 870 moh på Myrdal stasjon. Dette er ein togtur med panoramautsikt over noko av den villaste og mest storslåtte naturen i norsk fjordlandskap.

Sjå rutetabell og prisar.



Lokalt øl frå Egir Bryggeri

For du reiser tilbake til Balestrand bør du besøke Egir Bryggeri. Ikkje berre har dei fått fleire prisar for sitt gode øl, dei har ein pub på kaien som er kåra til «Årets bryggeripub» tre år på rad. Du kan òg bestille ølsmaking i Gildehallen - et storslått bygg i vikingstil med dragehovud og ein ni meter høg peis.

Ønsker du meir aktivitet kan du utforske Flåmdalen til fots eller dra inn i vakre Aurlandsdalen og ta deg ein langre fottur.

Spør oss gjerne, så hjelper vi deg med planlegginga.

Sjå våre spesialtilbod på overnatting!

< Slette

< Folkeuniversitetet held kurs på Kviknes av ein god grunn

Tør ikkje ta «Sognefjord-sandwich» av menyen >

Aktuelt:

Utsikten på Aurlandfjellet gir deg eit slikkeleg sug i magen
Når du kikar over kanten, ser du 700 meter ned til Sognefjorden.

Folkehøgskulen held kurs på Kviknes av ein god grunn
- Kombinasjonen av moderne lokale og historiske omgivelser.

Opplev vakre Nærøyfjorden på tur til Flåm
Kombiner UNESCO-attraksjonen med lokal smakere.

Tør ikkje ta «Sognefjord sandwich» av menyen
Sandwichen er så populær at Aurlandfjellet ikkje tør åms om å beholde han.

Frå Balestrand til Urnes stavkyrkje på dagstur
Den vakre kyrkja er på UNESCO-arvstatusliste.

«Frost kyrkja» berer på ei utruleg ljarlslekshistorie
- Ungane kjem hit med store skjøp.

Tre dagsturar i Balestrand du må oppleve
Der høge fjella betaler deg med ein utruleg utsikt.

Tre koetare turar i Balestrand du må oppleve
Du treng ikkje gå så langt for å få den beste smaken av fjord.

Booking Frå dato: Antall netter: Antall rom: Vokene: Barn:

Copyright 2015 Kviknes Hotel / Denne nettsidaen brukar cookies
Adresse: Kviknevegen 8, N-6899 Balestrand, Telefon: +47 57 69 42 00, E-post: booking@kviknes.no, Powered by [GASIA](#)

Figure 27: Screenshot of blog post 5 (Kvikne, 2016g)

Rhetorical strategies forms of appeal	Blog post 5 ratings
<p style="text-align: center;">Ethos</p> <ul style="list-style-type: none"> • Authors profession or background • Appearing sincere, knowledgeable • Use of appropriate language for subject and audience • Appropriate vocabulary and grammar • Professional format • Helps readers to see the author as reliable, credible and trustworthy 	3 4 3 4 3 5
<p>Logos</p> <ul style="list-style-type: none"> • Indicates meaning or reason • Historical analogies • Offers facts • Offers quotations or cites from experts • Use real life examples • Tells personal real life stories 	4 4 3 3 2 2
<p style="text-align: center;">Pathos</p> <ul style="list-style-type: none"> • Uses emotional jargons • Use of vivid descriptions • Use of emotional examples • Narratives of emotional experiences • Tone of humor, excitement, sarcasm and disappointment • Creates an emotional response 	3 5 3 3 5 3

Figure 28: Rhetorical strategies for Blog post 5

The above Figure 28 shows the rhetorical strategy ratings for this particular blog post . This indicates Ethos and Pathos as the highest rated among the three rhetorical strategies that was used in this analysis. Blog post 5 is all about adventure and Exploring of the local area and activities that can be found in that area this would make one assume that the motive behind blog post 5 is to showcase the nature aspectof the Kviknes Hotel and to attract people with the love of nature to the area. The outcome of this on the number of time spent and entrances could be either positive or negative depending on who is visiting the blog page. The authors assume here that this would attract a lot of entrance to the Blog through this particular blog post based on the idea that Norway is a home of Nature and is popular with various outdoor activities like hiking.

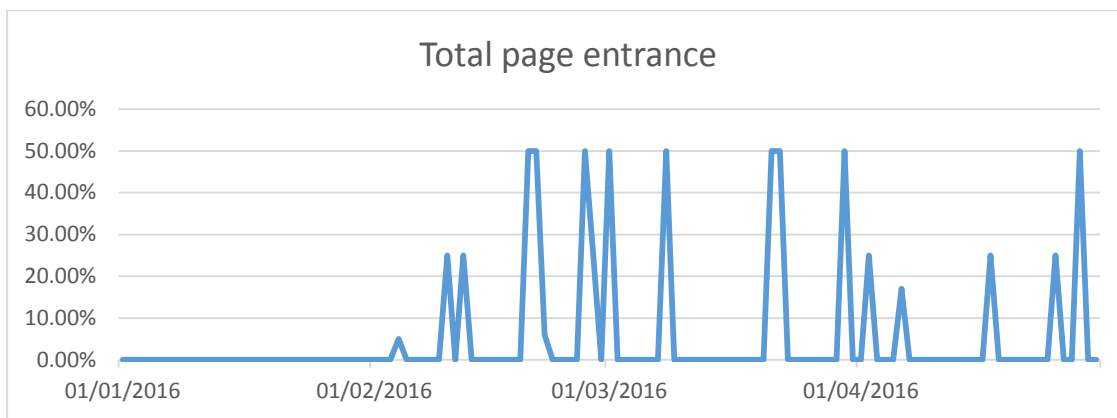


Figure 29: Total page entrance for Blog post 5

The above Figure 29 shows a significant flow or movement on the entrances to the blog through this particular blog post. Ethos here acknowledges the credibility of the sources and this could be the reason for the movement in the figure above that shows the entrances into the blog page through this particular blog post, it has been mentioned earlier the persuasive effect of Ethos and Pathos on time spent on page.

The below Figure 30 shows the time spent on blog post 5, this indicating a good spread of time spent on this blog post over a period January to April as compared to other blog posts.

There is not so low or too high number.

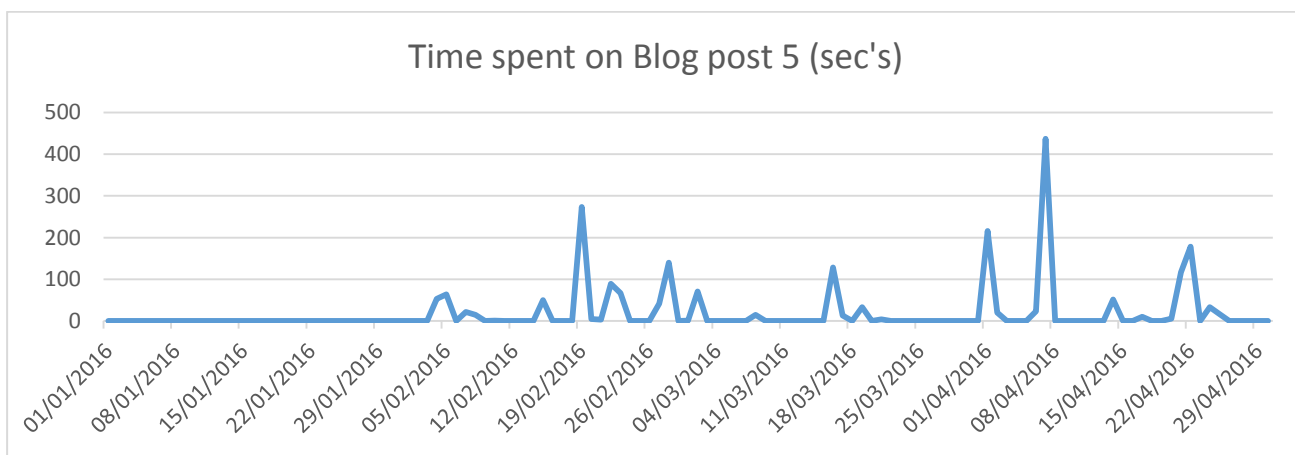


Figure 30: Time spent on Blog post 5

4.6 Blog post 6

The sixth and final blog post is about the daytrip from Balestrand to Urnes Stave church for a daytrip. This church is inscribed on the world heritage list for UNESCO and its located close to the Kviknes hotel. This church is from the Viking age and is built around 1130. The extensive interior decoration and marvelous wood carvings makes it unique. Part of the carving in the church makes this church one of the oldest in Norway. The blog consists of texts and photos of the Stave church with a graveyard and mountains and fjords in the backdrop and exquisite carvings in the church. The word UNESCO is highlighted in the first half of the blogpost and catches the eye upon a glance. There is also a booking option for the hotel and logos of different organizations that the hotel is members of. This blog post will be analyzed based on rhetorical strategies and data that was collected from Google analytics. Below is a screenshot of the actual post.



The screenshot shows a website header for KVIKNES HOTEL with navigation links: Om Kviknes, Spesialtilbud, Aktivitetskalender, Rom, Mat&Vin, Kurs&Konferanse, Selskap&Bryllaup, Kontakt, and a flag icon. The main heading is "Frå Balestrand til Urnes stavkyrkje på dagstur". Below it is a photograph of the dark wooden Urnes Stave Church with a graveyard in the foreground and mountains in the background. The text below the image reads: "Den vakre kyrkja er på UNESCO si verdsarvliste og ligg ikkje langt frå Kviknes Hotel. Urnes stavkyrkje er ei vakker, gammal kyrkje i heiltra. Den ligg nydeleg til med utsikt over Lustrafjorden innerst i Sognefjorden. Kyrkja er einaste av sitt slag på UNESCO si verdsarvliste, der ho står saman med berømte attraksjonar som den store Kheopspyramiden og Stonehenge."

Frå vikingtida

Urnes stavkyrkje har ein heilt eigen særmerka stil med sin nordportal og sine gavlar. Dette har gitt namn til «Urnesstilen», ein kunststil og motvirkning som vart nytta i både vikingtida og tidleg kristen mellomalder. Stilen er kjenneteikna ved flotte utskjeringar av høg kvalitet, med stiliserte dyr i kamp med kroppane samanfiltra.

Dei utrulege treskjeringane og omfattande innvendige dekoren, gjør ho heilt unik. Kyrkja er bygd rundt år 1130, men dei spesielle utskjeringane på nordportalen kjem frå ei eldre kyrkje. Dette gjør ho til ein av dei eldste stavkyrkjene i Noreg.



||

Stavkyrkja utgjer ein av dei mest detaljerte og teknologisk avanserte typar trekonstruksjon som eksisterte i Nord- og Vest-Europa i middelalderen.

— Frå UNESCO sine nettsider

Ta eit stopp i Solvorn

Kyrkja tilhoyrar garden Urnes som ligg på sørsida av Lustrafjorden i Sogn og Fjordane. Frå Balestrand tek du fergja over til Hella og køyrer mot Sogndal. Frå Sogndal tek du vegen mot Gaupne, og svingar til høgre mot Solvorn like før du passerer Hafslo.

Må du vente på ferja i Solvorn, skal du vere takksam. Då får du tid til å vandre blant dei gamle små husa langs stranden og besøke Galleri Walaker som ligg vakkert til med eit romantisk preg. Galleriet er ein del av Walaker Hotel, ein av våre gode vener hos «De Historiske Hotel & spisesteder».

Her finn du òg mykje historie. I andre etasjen av galleriet finn du rosemaling frå den gamle kyrkja i bygda.

Åpent kvar dag i sesongen

Ferja over fjorden tar ikkje mange minuttane. Når du er over, ser du kyrkja. På Urnes gard ved sida av kyrkja er det ein kafeteria, der ein også til tider kan få kjøpt nyplukka frukt og bær frå dei frodige hagane kring Urnes.

Sesongen for å besøke Urnes stavkyrkje er frå mai til september, mellom klokken 10.30 til 17.45. Kaféen på Urnes gard er open frå juni til august mellom 11.00 og 17.30.

Sjå våre spesialtilbod!

< SHARE

< Tor ikkje ta «Sognefjord-sandwich» av menyen

«Frost-kyrkja» bærer på ei utruleg kjærleikshistorie >

Aktuelt:

Utsikten på Gaularfjellet gir deg eit skikkeleg sug i magen
 Når du kikkar over kanten, ser du 700 meter ned til Sognefjorden!

Folkeuniversitetet held kurs på Kviknes av ein god grunn
 - Kombinasjonen av moderne lokale og historiske omgjevnadar.

Opplev vakre Nærøyfjorden på tur til Flåm
 Kombiner UNESCO-attraksjonen med lokal elsmaking.

Tor ikkje ta «Sognefjord-sandwich» av menyen
 Sandwicher er så populære at kjøkenjefen ikkje tør anne enn å behalde han.

Frå Balestrand til Urnes stavkyrkje på dagstur
 Den vakre kyrkja er på UNESCO si verdsarvliste.

«Frost-kyrkja» bærer på ei utruleg kjærleikshistorie
 - Ungane kjem hit med store augo.

Tre dagsturar i Balestrand du må oppleve
 Dei høge fjella betaler deg med ein utruleg utsikt.

Tre kortare turar i Balestrand du må oppleve
 Du treng ikkje gå så langt for å få den fantastiske utsikten.

Booking Frå dato: dd.mm.yyyy | Antal netter: 1 | Ant rom: 1 | Voksne: 1 | Barn: 0 | **FINN ROM**

Nyhetsbrev | Gåvekort | f | Instagram | Miljøfyrtårn | SMÅK AV KYSTEN | Sognefjord | UNESCO

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Figure 31: Screenshot of Blog post 6 (Kvikne, 2016d)

Rhetorical strategies forms of appeal	Blog post 6 ratings
<p>Ethos</p> <ul style="list-style-type: none"> • Authors profession or background • Appearing sincere, knowledgeable • Use of appropriate language for subject and audience • Appropriate vocabulary and grammar • Professional format • Helps readers to see the author as reliable, credible and trustworthy 	<p>3</p> <p>4</p> <p>4</p> <p>4</p> <p>4</p> <p>5</p>
<p>Logos</p> <ul style="list-style-type: none"> • Indicates meaning or reason • Historical analogies • Offers facts • Offers quotations or cites from experts • Use real life examples • Tells personal real life stories 	<p>4</p> <p>5</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p>
<p>Pathos</p> <ul style="list-style-type: none"> • Uses emotional jargons • Use of vivid descriptions • Use of emotional examples • Narratives of emotional experiences • Tone of humor, excitement, sarcasm and disappointment • Creates an emotional response 	<p>4</p> <p>4</p> <p>2</p> <p>4</p> <p>4</p> <p>4</p>

Figure 32: Rhetorical strategies for Blog post 6

Figure 32 shows the rating table for blog post 6 indicating Ethos as the highest rated rhetorical strategy of all three. It therefore indicates the credibility and how trustworthy the blog post is.

This particular blog post contain fact and history, this is fact and history because it talked about the historical church in Norway which is the oldest Stave church in the whole of Norway, and it is fact because it is one of its kinds on the UNESCO heritage list which makes it unique. This church also has a historical connection to the Viking age and has its own characteristic artistic style that both from Viking age and Christian medieval time. With the above mentioned, the authors assumes that the expectation of the viewers behavior toward this blog would be higher time spent on page and a low bounce rate. The page view has a high occurrence on the 16th of February as shown in Figure 33 and the reason for this could be that this blog post was posted on the hotels Facebook page.

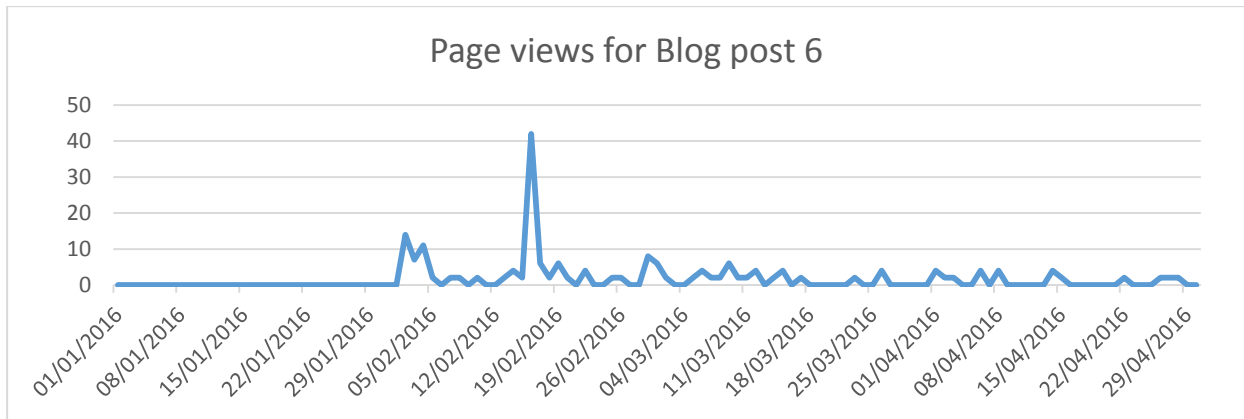


Figure 33: Page view for Blog post 6

The time spent, “see Figure 34”, on this same day is relatively low compared to the number of view the blog gained, this blog post on the 16th February gained a total number of 42 viewers with a total of 24 seconds spent on the blog. The author could therefore conclude that the viewers found this topic to be of no interest.

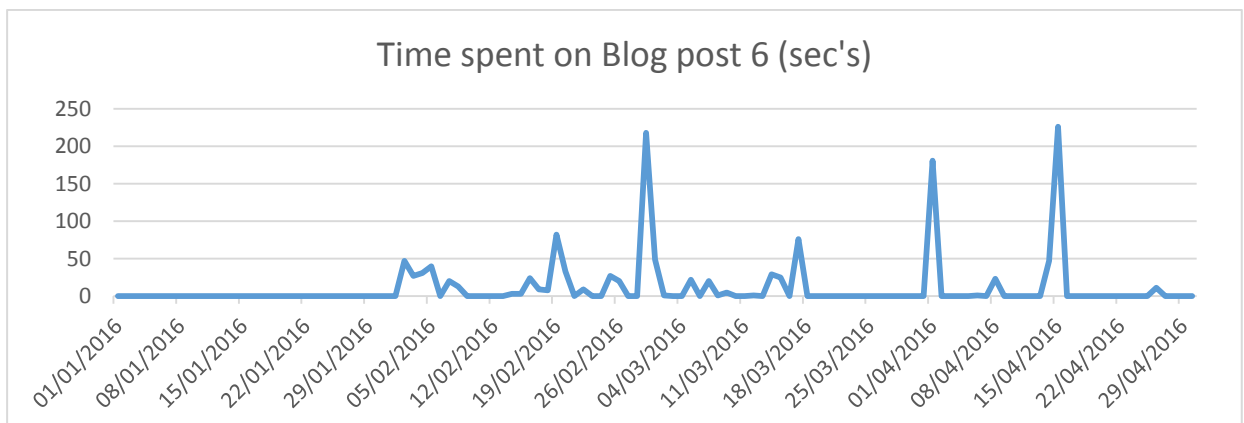


Figure 34: Time spent on Blog post 6

5 Discussion

This chapter is mainly discussion on the result of the rhetorical analysis of the blog posts and data from google analytics relating it with the different factors of blog that was used in this study (content, accessibility/usability).

5.1 Content

The content of the blog post is one of the most useful elements in a blog, as it determines a lot of the persuasive effect the blog post has on the viewers starting from the quality of blog writing itself, the headlines, to the length of the blog post. And as seen from the result of this study, all the persuasive effect differs among the means of ethos, logos and pathos. The content of the blog matters a lot on the visitor's behavior; this was seen as evidence in the blog posts that was analyzed and the data from Google Analytics. The content of the blog post in this study shows to have an effect towards the behavior of the viewers to the blog posts. Just as it has been observed here with Ethos, all the blog post from blog post 1 to blog post 6 has the presence of Ethos which indicates that this particular blog to a certain degree has a good blog content in aspect of credibility and trustworthiness. Content is said to be an important element to visitor or users of blogs because the content of the blog determines the users on their visit to the blog (Chen & Ohta, 2010)

It was discovered here with blog Post 1, blog post 3 and blog post 6, which seems to have the highest presence of Ethos for each of these three blog post. And each of these 3 blog post has a commonality in the total amount of bounce rate. Therefore it could be said that the low persuasive effect of bounce rate has a common relation to the credibility of the blog content which could be the quality or the writing of the blog posts itself.

Rhetorical strategies (Ethos, logos and Pathos) are of main focus in this study. Different forms of appeal has been used for each of the rhetorical strategies , which was useful for identifying

the persuasive effects each of these strategies have on the viewer towards the blog posts. The result shows that each rhetorical strategy has different persuasive effect on the viewers and the presence of some of the rhetorical strategies combined together has a better persuasive effect than when just one rhetorical strategy is present in a blog post.

As shown from the result of the analysis of blog post 1(main blog page), blog post 3 and blog post 6 has high presence of Ethos out of all the three rhetorical strategies. All these three blog post has one thing in common, reducing the rate of bounce rate or to have the low amount of bounce rate. From the figure below it is possible to see evidence of this, the figure show blog post 6 to have the lowest bounce rate of 1 followed by blog post 3 of 4 and finally blog post 1 of 24. Bounce rate for blog post 1 isn't that significant as the blog post with the highest amount of bounce rate was at 25. The bounce rate for blog post 1 was observed to have occurred on the same day which is the 14th of February; this could be an explanation for as why this particular blog post1 had not so much significance in the bounce rate as compared to blog post 3 and blog post 6. Blog post 1 which happened to be the main blog page must have probably had nothing of interest on this very day or it also could be a technical failure on the webpage that made the viewer not to be able to proceed into other activity on the blog page and lead to bouncing off the blog. This answers the second hypothesis of this study which is the high persuasive means of Ethos reduces the persuasive effect of bounce rate.

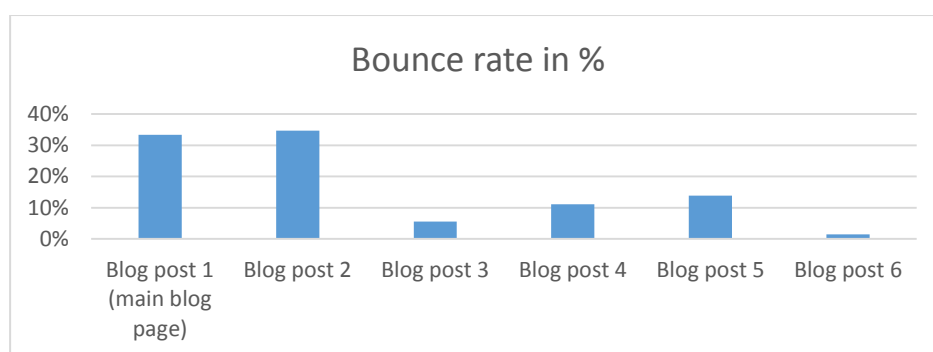


Figure 35: Bar graph for bounce rates for Blog 1-

5.2 Accessibility/usability

Accessibility is also another feature of blogging that this study has found to be important for any blog. A good blog that is very well designed should be able to provide readers or visitors to the blog easy access to navigate and find content easily. There could be much negative effect to this if a blog is not accessible. This could result to for example high bounce rate, low page view etc. High bounce rate, in the sense that viewer have their way into the blog but were not able to have access to the blog content on the other hand a low page view, in the sense that the viewers were not able to get their way into the blog itself. As seen in the page view and bounce rate of blog post 2 and blog post 6.

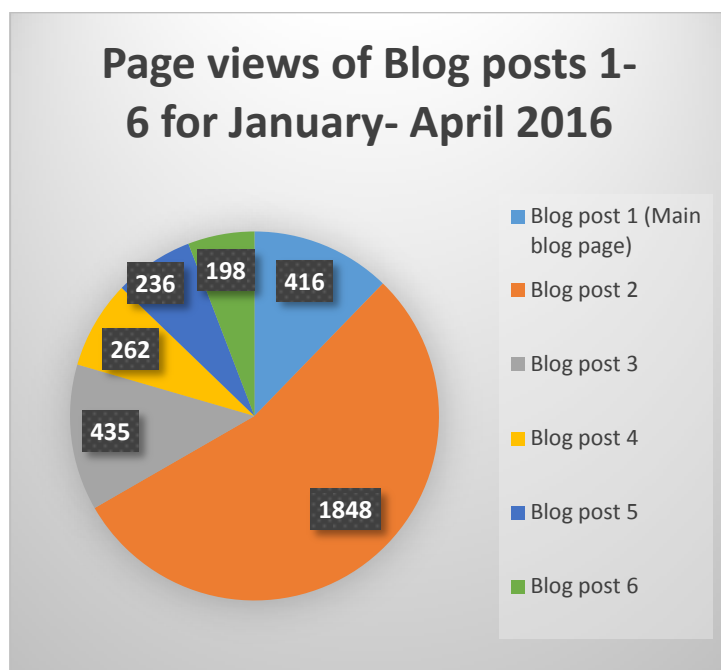


Figure 36: Pie chart for Page views

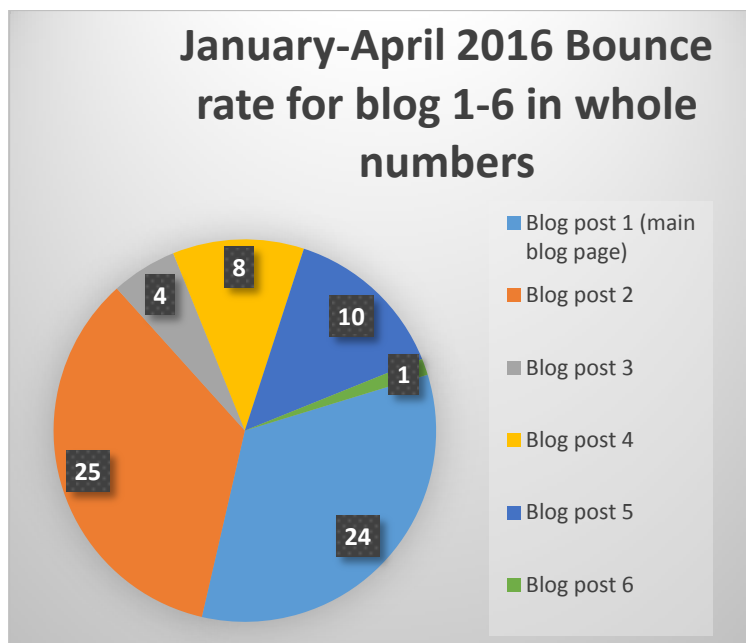


Figure 37: Pie chart for Bounce rates

Blog post 4 has high presence of Ethos and pathos with the highest rating being 28 and the lowest which is Logos with 22. This particular blog post with being the 4th highest in number of visitors has the highest in the time spent on the blog post. This could be explained by the emotions behind the blog post (the write up). The content of this particular blog post 4 was emotional and viewers were able to relate to it and it was nice to read. With this one could say that the presence of Ethos and pathos leads to high time spent on page

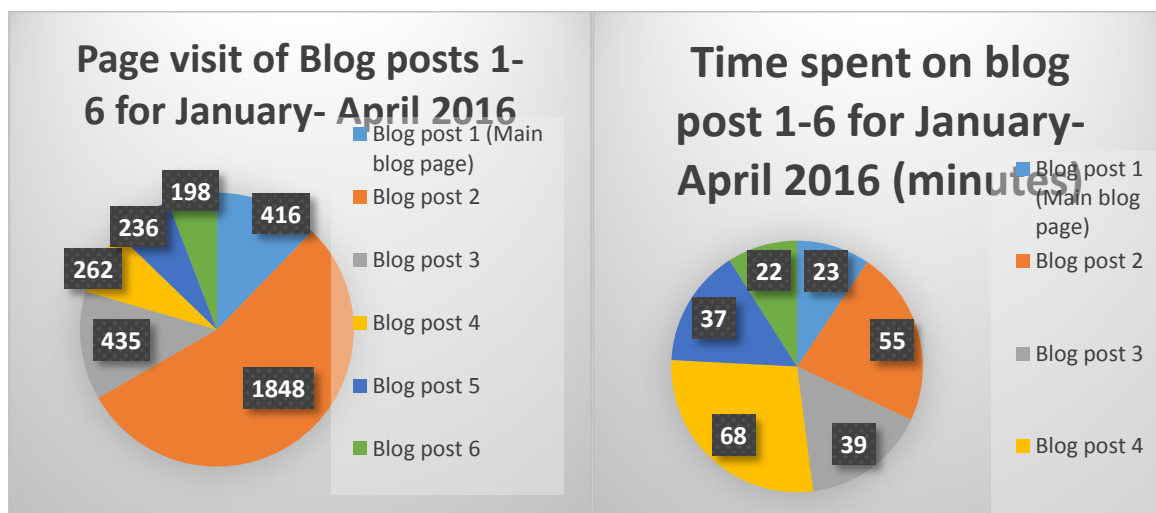


Figure 38: Pie chart for Page visits

Figure 39: Pie chart for Time spent

Time spent on page can't be achieved with a weak access to the blog or the blog content itself. Just as seen in figure 38 & 39, the page visit for blog post 2 and blog post 4. Blog post 2 has the highest number of page visits of 1848 as compared to blog post 4 which has just 262 visits but even at the great significance of 1586 difference, blog post 4 has the highest amount of time spent by 68 minutes. And this was about the only blog post that has a nice spread of time spent. The result from the time series of the time spent on this blog does not show any special day that had a significant time spent but rather it showed that each time this page had a visit the viewer had spent quite enough time on the blog as compared to other blog posts that had either one or twice high rise in the time series result for time spent. This answers hypothesis 3 which states that "The high presence of ethos and pathos increases the time duration spent on the blogs".

Looking at the result for blog post 2 and blog post 5 it is very quick to see the significant in both blogs, Blog post 2 and blog post 5 has huge significances of the visits to both blog posts with a difference of 1612 viewer. Blog post 2 has a high presence of Ethos and Logos while blog post 5 has a high presence of Ethos and Pathos. These two blog posts differ in the results from google analytic. Which made the authors to believe that the persuasive presence of Ethos and logos differ from the persuasive presence of Ethos and pathos. And that the persuasive presence of Ethos and Logos would produce a greater persuasive effect than that of

Ethos and Pathos. This could be seen from the evidence provided from the result.

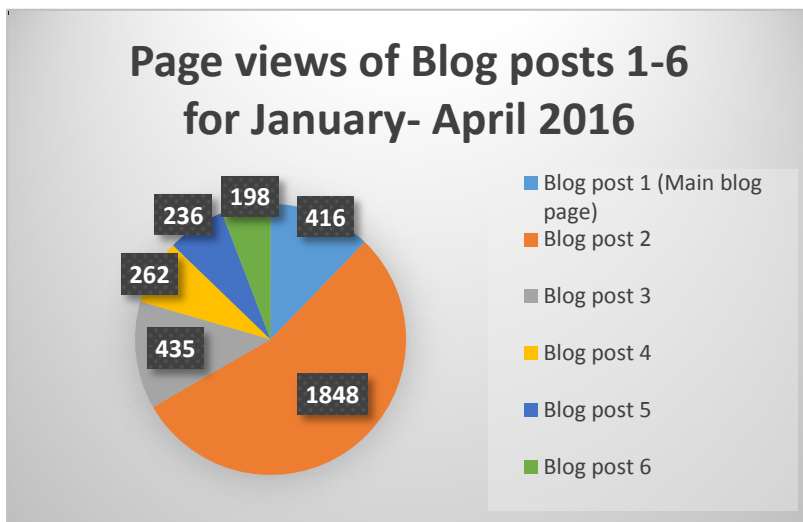


Figure 40: Pie chart for Page views

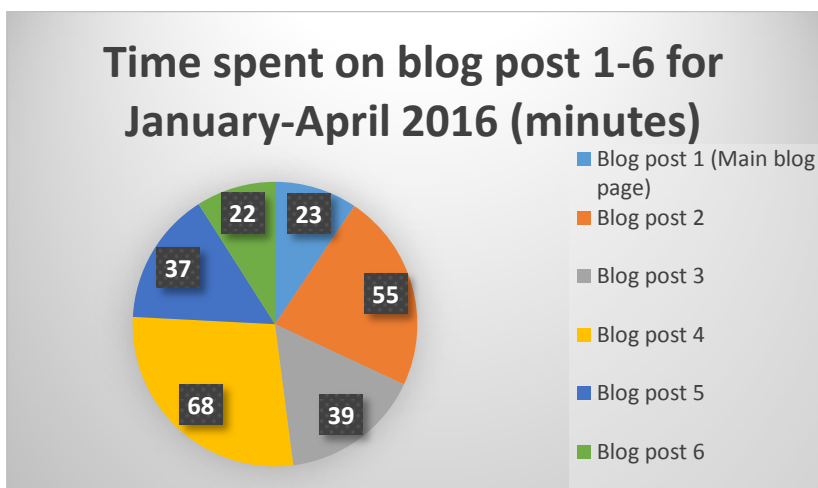


Figure 41: Pie chart for Time spent

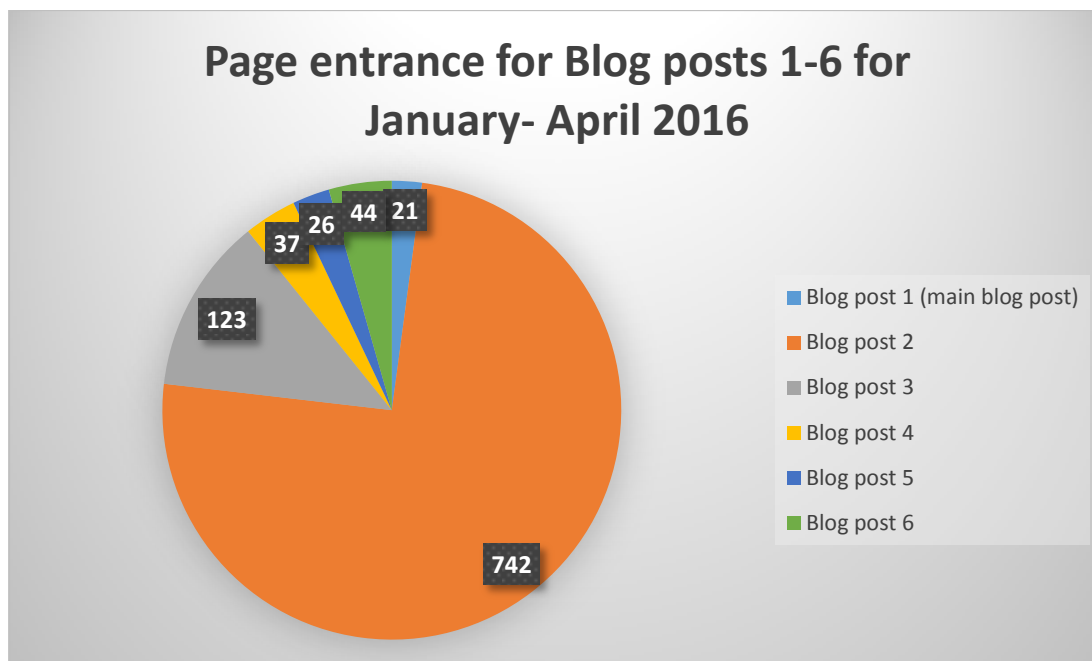


Figure 42: Pie chart for Page entrance

As shown from the above Figure 40, 41 and 42, it is clear here that blog post 2 has had a significant greater persuasive effect on the viewers, in Number of visits that the blog post has had, the time spent on page and also the page entrance which is how many viewers went into the blog through this particular blog post. Blog post 2 had one of the best picture presentation of what the blog post was about this could be the logic behind the high number of catch that this blog has had, the heading for this blog post was also good. This answered the 4th hypothesis of the study which states that “the persuasive means of Ethos and Logos will produce a greater persuasive effect than that of Ethos and Pathos.

However from all of the above mentioned it is clear enough to see that none of the 6 analyzed blogs were perfect in the presence of rhetoric strategies, each of the blogs were low in at least one of the types of rhetoric strategies as seen in figure 43.

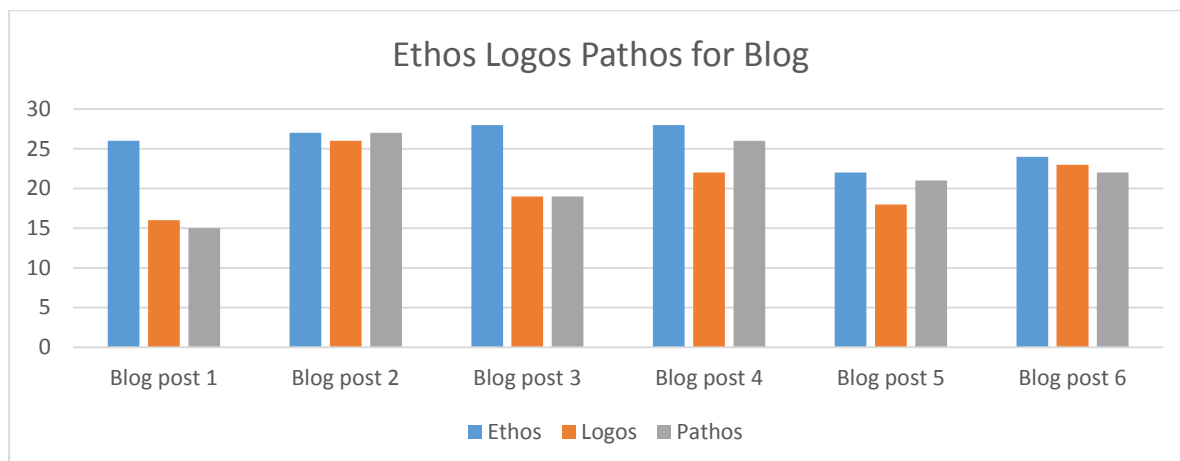


Figure 43: Bar graph for Rhetorical strategies

And also on the other hand none of the blog posts 1-6 had the complete balance in the result. Meaning each of the blog posts were either strong in one aspect and was weak on the other. Just like it was with blog post 2, high in page visit and high in bounce rate at 25. The best result here would be high in page visit and low in bounce rate. The best result for each of the blog posts 1-6 would of course be a full balance in high page visit, low bounce rate, high in page entrance and high in time spent on page. This answers the 5th hypothesis which stated that the combining persuasive means of Ethos Logos and Pathos would create a greater persuasive effect than using each of them individually.

6 Conclusion

In conclusion the result of the analysis conducted on blog post 1-6 shows that all the blog posts have significant variation on the persuasiveness it has on the viewer's/readers' behavior depending on what rhetorical strategy each blog post had the highest on the blog posts. It has also shown that each rhetorical strategy has a different persuasive effect on the viewers/reader and some of them combined together had a better and stronger effect than the other. For example with blog post 2 and blog post 5 which had different combinations of rhetorical strategies had different persuasive effects but blog post 2 had a better persuasive effect. This means that Ethos and Logos produces a greater persuasive effect than that of Ethos and Pathos. The result for blog post 2 (Sognefjord sandwich) which is the most popular blog post in the sense of number of views. It also showed a high bounce rate of 35% and the ratings on rhetorical strategies it received were relatively high even though the time spent on Blog post 2 is not the highest, it still is a prominent spot as second highest amongst the 6 blogs with a time of 55 minutes over the investigated time frame, January to April. This blog post clearly appeals to viewers with the high number of viewers. The contents of blog posts also have a persuasive effect towards the behavior of the viewers and this is clearly shown from the data taken from Google Analytics whether it be the number of views, time spent, bounce rate or number of entrances.

The result of this thesis also clearly showed that all the blog posts 1-6 had Ethos present in them all, and all had a high rating as well. This shows that the Blog itself has a strong presence of credibility and trustworthiness. It is probably has concentrated more on the viewers/readers' trust and worthiness towards the blog than some of the other factors of the rhetorical strategy (Logos and Pathos). And the case here could also be that because the hotel chain is one of the most popular hotels in Norway it is maybe natural to have such a strong presence in Ethos (credibility/trustworthiness). The low bounce rate in the result illustrated

the blogs relation to its credibility, Given that the blog posts had high scores on Ethos this had an effect on the bounce rate. Overall the bounce rate was low but this varied amongst the different blog post. Some of them had one day in which there was a bounce and others had 2 or 3 but this was still of relatively low figures.

Blog post 4 (Frozen church) has a high ratings on Ethos and Pathos in its content as this Blog post concerns an emotional love story and its link with the film ‘frozen’. This particular blog post has the highest time spent clearly indicating that viewers/readers are willing to spent time in reading.

The authors have noticed the topic on Food and an emotional love story seem to appeal to viewers, thereby bringing in traffic/number of views, and more time spent. The authors could therefore state that blogs with a good write up in the text (content), which also includes good photos and has easy accessibility to the content do have a higher rate of persuasive effect to bring in more viewers/readers to the blog and this is stated based on the number of viewers and time spent from Google Analytics. Just as content is an important and interesting factor for a blog so is the accessibility/usability of the blog. Easily reached blog content (accessible blog content) gives the viewers the chance to read the blog posts and having a persuasive effect on the viewers.

To answer the main research question: *An investigation into rhetorical strategies and how it is employed and/or communicated in Kviknes hotels blog, by using google analytics to identify visitors behaviors towards the blog posts*, the authors of this study may say that the content, photos and accessibility within the blog all have a significant role to play in persuading and appealing to the viewers/readers. All these with a well-rounded high score of rhetorical strategies, Ethos Logos and Pathos may well be what appeals to many viewers. Haven’t said that, it is clear that rhetorical strategies have different persuasive effects and the combination

of the three rhetorical strategies (Ethos, Logos and Pathos) has better persuasive effect than when it's been used individually.

Recommendations

- It is suggested that for future research a thorough investigation with the blog owner/writer is carried out and more focus paid on what is posted and on which dates. In addition to this, see if there are other sources that may have generated traffic for the blog posts. This could help indicate what sources were the biggest drivers of the traffic. This information could help blog writers know which source they could improve and invest time and resources on.
- It is suggested that for future research an investigation is conducted involving whether the level of rhetorical strategies of appeal present in any blog has a direct effect on sales. This may also require the perspective of the viewers and blog writers to achieve a well-rounded case.
- More studies of this nature conducted in other settings or other countries to broaden and improve the generalization.
- Based on this study's findings, it may be wise for blog owners/ writers to pay attention on the minor details of rhetorical strategies when constructing blogs.

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Appendix

Appendix A - List of posts and events from Kviknes Hotel Facebook page.

05 January- Forestilling med jon eikermo

14 January- Falkeblikk AS's video (playground in Norway- adventure, nature, skiing, Trolltunga video)

14 January- Ladies weekend in Balestrand (Event) for 22-23 April

18 January- Romantisk opphald med 4 retter meny og buffet (Event for valentines day)

22 January- 3 days trip in Balestrand

26 January- Ladies weekend (reminder) for few places that is left.

27 January- Balejazz event for 6-8 May

27 January- Spare rooms for Balejazz 6-8 May (special offer) Visit from Aurora & Dirty Loops

29 January- Spare rooms for Balejazz 6-8 May (special offer)

01 February- 3 short trips in Balestrand

05 February- Balejazz (Event) on more artists who will be attending

08 February- Vi pussar opp (renovation)

09 February- Wideroes flyveselskap (this airline talks about Kviknes Hotel on its list of romantic hotels in Norway)

10 February- Post on Sognefjord Sandwich

16 February- Post on Urnes Stave church

18 February- Post on a new landmark openings at Gaularfjellet in summer

19 February- Flåm

19 February- Attractions management post on precipitous triangle viewpoint that is the latest addition to Norway.

19 February- Forestilling for Tenorane & Steffen Horn

23 February- (Event) showhelg- highlighting Tenorane & Steffen Horn on 07 October

29 February- Aktivitet kalender for Kviknes Hotel, highlighting events like Balejazz

01 March- Concrete platform, highlighting national trust route Gaularfjellet

03 March- Special offer on Frozen church (highlighting landscape and architecture that inspired the Walt Disney success 'Frozen')

03 March- More news on renovation of Kviknes hotel

03 March- Hotel conference in Bergen for De historiske hotel- for the 04 May

08 March- Kurs Folkeuniversitet (Folkeuniversitet have been having courses at Kviknes hotel for many years)

09 March- Shared a link by Statsbygg.no (regarding a tourism museum that was built by Statsbygg in Balestrand)

10 March- Shared a link on Balejazz album- program for this years Balejazz

15 March- Link to Smak av kysten, Link to Sognefjord sandwich (Good photos presented here)

18 March- Another report on the landmark, concrete platform. Highlighting that people can drive the national trust way, see Gaularfjellet and highlights distance from Hotel (40 minutes)

- 21 March- shared an NRK video on Sognefjord, regarding the Norwegian tourism museum
- 22 March- Balejazz 6-8 May (Event) regarding available rooms at the hotel
- 23 March- Kviknes hotels activity calendar
- 01 April- Uploaded a profile photo
- 06 April- Shared Aftenposts link on the concrete platform
- 12 April- Shared a link from Sognavis.no on tourism museum in Balestrand
- 14 April- Shared a link about the tourism museum
- 15 April- (Event) Tourism museums opening on 29th April
- 15 April- Lunch buffet for 01st May
- 18 April- Article on art with hotels around the world- VG listed Kviknes Hotel on this list
- 22 April- Shared a link on Norwegian tourism museum
- 25 April- Balejazz (advert on Balejazz 6-8 May and highlights available rooms also)
- 25 April- Shared aftenposts video on Orcas in the sea at Balestrand
- 28 April- (Event) Ladies weekend in Balestrand for 2017, 28 April.
- 29 April- Shared a link for Erik Thue's launching of a book (Event)
- 29 April- Added 2 new photos of old silver polished and ready to use after being stored away for many years
- 29 April- (Event) 17th May buffet at Kviknes hotel

29 April- Post on Norwegian tourism museum highlighting a member of the Kviknes hotel being involved in the in the initiative group that came about the idea for the museum. This was expressed by the hotel as a proud moment.

Appendix B Google Analytics data (Summary)

Side	Sidevisninger	Unike sidevisninger	Tid på side	Innganger	Fluktfrekvens	% Utgang	Sideverdi
Aktuelt	416	167	23,30	21	33%	8,16 %	0,01
	416	167	23,30	21	33%	8,16 %	0,01

Side	Sidevisninger	Unike sidevisninger	Tid på side	Innganger	Fluktfrekvens	% Utgang	Sideverdi
/aktuelt/tor-ikkje-ta-sognefjordsandwich-av-menyen	1848	696	55,00	742	35%	41,54 %	0,00
	1848	696	55,00	742	35%	41,54 %	0,00

Side	Sidevisninger	Unike sidevisninger	Tid på side	Innganger	Fluktfrekvens	% Utgang	Sideverdi
/tre-kortare-turer-i-balestrand	435	100	39,00	123	6%	38,54 %	0,00
	435	100	39,00	123	6%	38,54 %	0,00

Side	Sidevisninger	Unike sidevisninger	Tid på side	Innganger	Fluktfrekvens	% Utgang	Sideverdi
/aktuelt-t/frost-	262	58	68,00	57	11%	25,44 %	0,00
	262	58	68,00	57	11%	25,44 %	0,00

Side	Sidevisninger	Unike	Tid	Innganger	Fluktfrekvens	%	Sideverdi
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	sidevisninger på side				Utgang		
/aktuelt-oppsummert/opplev-vakre-naeryfjorden-paa-tur-til-flaam	236	73	36	26	14%	23,90 %	0,00
	236	73	36	26	14%	23,90 %	0,00

Side	Sidevisninger	Unike sidevisninger	Tid	Innganger	Fluktfrekvens	% Utgang	Sideverdi
/aktuelt-oppsummert/fra-balestrand-til-urnes-stavkyrkje-paa-dagstur	198	78	22,0 0	44	1%	29,33 %	0,00
	198	78	22,0 0	44	1%	29,33 %	0,00

Appendix C. Google analytics data in detail

Blog post 1 Page views & Time spent

1								TOTAL	
2	AKTUELT	Indeks for dag	Sidevisninger	Unike sidevisninger	Indeks for dag	Sidevisninger	Unike sidevisninger	Index for date	Page views
3		01.01.2016	0	0	01.01.2016	0	0	01.01.2016	0
4		02.01.2016	0	0	02.01.2016	0	0	02.01.2016	0
5		03.01.2016	0	0	03.01.2016	0	0	03.01.2016	0
6		04.01.2016	0	0	04.01.2016	0	0	04.01.2016	0
7		05.01.2016	0	0	05.01.2016	0	0	05.01.2016	0
8		06.01.2016	0	0	06.01.2016	0	0	06.01.2016	0
9		07.01.2016	0	0	07.01.2016	0	0	07.01.2016	0
10		08.01.2016	0	0	08.01.2016	0	0	08.01.2016	0
11		09.01.2016	0	0	09.01.2016	0	0	09.01.2016	0
12		10.01.2016	0	0	10.01.2016	0	0	10.01.2016	0
13		11.01.2016	0	0	11.01.2016	0	0	11.01.2016	0
14		12.01.2016	0	0	12.01.2016	0	0	12.01.2016	0
15		13.01.2016	0	0	13.01.2016	0	0	13.01.2016	0
16		14.01.2016	0	0	14.01.2016	0	0	14.01.2016	0
17		15.01.2016	0	0	15.01.2016	0	0	15.01.2016	0
18		16.01.2016	0	0	16.01.2016	0	0	16.01.2016	0
19		17.01.2016	0	0	17.01.2016	0	0	17.01.2016	0
20		18.01.2016	0	0	18.01.2016	0	0	18.01.2016	0
21		19.01.2016	0	0	19.01.2016	0	0	19.01.2016	0
22		20.01.2016	0	0	20.01.2016	0	0	20.01.2016	0
23		21.01.2016	0	0	21.01.2016	0	0	21.01.2016	0
24		22.01.2016	0	0	22.01.2016	0	0	22.01.2016	0
25		23.01.2016	0	0	23.01.2016	0	0	23.01.2016	0
26		24.01.2016	0	0	24.01.2016	0	0	24.01.2016	0
27		25.01.2016	0	0	25.01.2016	0	0	25.01.2016	0
28		26.01.2016	0	0	26.01.2016	0	0	26.01.2016	0
29		27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0
30		28.01.2016	0	0	28.01.2016	0	0	28.01.2016	0
31		29.01.2016	0	0	29.01.2016	0	0	29.01.2016	0
32		30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0
33		31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0
34		01.02.2016	0	0	01.02.2016	0	0	01.02.2016	0
35		02.02.2016	0	0	02.02.2016	0	0	02.02.2016	0
36		03.02.2016	20	8	03.02.2016	0	0	03.02.2016	20
37		04.02.2016	18	8	04.02.2016	0	0	04.02.2016	18
38		05.02.2016	4	1	05.02.2016	0	0	05.02.2016	4
39		06.02.2016	0	0	06.02.2016	0	0	06.02.2016	0
40		07.02.2016	0	0	07.02.2016	0	0	07.02.2016	0
41		08.02.2016	2	1	08.02.2016	0	0	08.02.2016	2
42		09.02.2016	10	4	09.02.2016	0	0	09.02.2016	10

43	10.02.2016	12	6	10.02.2016	0	0	10.02.2016	12
44	11.02.2016	0	0	11.02.2016	0	0	11.02.2016	0
45	12.02.2016	0	0	12.02.2016	0	0	12.02.2016	0
46	13.02.2016	0	0	13.02.2016	0	0	13.02.2016	0
47	14.02.2016	2	1	14.02.2016	0	0	14.02.2016	2
48	15.02.2016	18	4	15.02.2016	4	2	15.02.2016	22
49	16.02.2016	23	9	16.02.2016	0	0	16.02.2016	23
50	17.02.2016	10	2	17.02.2016	10	1	17.02.2016	20
51	18.02.2016	6	2	18.02.2016	0	0	18.02.2016	6
52	19.02.2016	12	6	19.02.2016	4	1	19.02.2016	16
53	20.02.2016	0	0	20.02.2016	0	0	20.02.2016	0
54	21.02.2016	0	0	21.02.2016	0	0	21.02.2016	0
55	22.02.2016	0	0	22.02.2016	0	0	22.02.2016	0
56	23.02.2016	8	3	23.02.2016	0	0	23.02.2016	8
57	24.02.2016	2	1	24.02.2016	0	0	24.02.2016	2
58	25.02.2016	18	12	25.02.2016	0	0	25.02.2016	18
59	26.02.2016	4	2	26.02.2016	0	0	26.02.2016	4
60	27.02.2016	0	0	27.02.2016	0	0	27.02.2016	0
61	28.02.2016	4	2	28.02.2016	0	0	28.02.2016	4
62	29.02.2016	6	3	29.02.2016	0	0	29.02.2016	6
63	01.03.2016	4	2	01.03.2016	0	0	01.03.2016	4
64	02.03.2016	0	0	02.03.2016	0	0	02.03.2016	0
65	03.03.2016	12	6	03.03.2016	6	2	03.03.2016	18
66	04.03.2016	4	2	04.03.2016	0	0	04.03.2016	4
67	05.03.2016	2	1	05.03.2016	0	0	05.03.2016	2
68	06.03.2016	0	0	06.03.2016	0	0	06.03.2016	0
69	07.03.2016	12	4	07.03.2016	0	0	07.03.2016	12
70	08.03.2016	4	3	08.03.2016	0	0	08.03.2016	4
71	09.03.2016	0	0	09.03.2016	0	0	09.03.2016	0
72	10.03.2016	4	2	10.03.2016	2	1	10.03.2016	6
73	11.03.2016	0	0	11.03.2016	0	0	11.03.2016	0
74	12.03.2016	0	0	12.03.2016	0	0	12.03.2016	0
75	13.03.2016	0	0	13.03.2016	0	0	13.03.2016	0
76	14.03.2016	24	9	14.03.2016	6	2	14.03.2016	30
77	15.03.2016	6	5	15.03.2016	0	0	15.03.2016	6
78	16.03.2016	0	0	16.03.2016	0	0	16.03.2016	0
79	17.03.2016	6	5	17.03.2016	4	1	17.03.2016	10
80	18.03.2016	2	1	18.03.2016	0	0	18.03.2016	2
81	19.03.2016	2	1	19.03.2016	0	0	19.03.2016	2
82	20.03.2016	0	0	20.03.2016	0	0	20.03.2016	0
83	21.03.2016	0	0	21.03.2016	0	0	21.03.2016	0
84	22.03.2016	2	1	22.03.2016	0	0	22.03.2016	2
85	23.03.2016	6	4	23.03.2016	0	0	23.03.2016	6
86	24.03.2016	0	0	24.03.2016	0	0	24.03.2016	0
87	25.03.2016	0	0	25.03.2016	0	0	25.03.2016	0
88	26.03.2016	0	0	26.03.2016	0	0	26.03.2016	0
89	27.03.2016	2	1	27.03.2016	0	0	27.03.2016	2
90	28.03.2016	4	3	28.03.2016	0	0	28.03.2016	4
91	29.03.2016	2	2	29.03.2016	0	0	29.03.2016	2
92	30.03.2016	0	0	30.03.2016	0	0	30.03.2016	0
93	31.03.2016	6	2	31.03.2016	0	0	31.03.2016	6
94	01.04.2016	10	5	01.04.2016	0	0	01.04.2016	10
95	02.04.2016	2	1	02.04.2016	0	0	02.04.2016	2
96	03.04.2016	2	1	03.04.2016	0	0	03.04.2016	2
97	04.04.2016	0	0	04.04.2016	0	0	04.04.2016	0
98	05.04.2016	0	0	05.04.2016	0	0	05.04.2016	0
99	06.04.2016	0	0	06.04.2016	0	0	06.04.2016	0
100	07.04.2016	0	0	07.04.2016	0	0	07.04.2016	0
101	08.04.2016	10	2	08.04.2016	0	0	08.04.2016	10
102	09.04.2016	5	1	09.04.2016	0	0	09.04.2016	5
103	10.04.2016	0	0	10.04.2016	0	0	10.04.2016	0
104	11.04.2016	4	2	11.04.2016	0	0	11.04.2016	4
105	12.04.2016	0	0	12.04.2016	0	0	12.04.2016	0
106	13.04.2016	2	1	13.04.2016	0	0	13.04.2016	2
107	14.04.2016	16	5	14.04.2016	0	0	14.04.2016	16
108	15.04.2016	2	2	15.04.2016	0	0	15.04.2016	2
109	16.04.2016	0	0	16.04.2016	0	0	16.04.2016	0

110	17.04.2016	2	1	17.04.2016	0	0	17.04.2016	2
111	18.04.2016	0	0	18.04.2016	0	0	18.04.2016	0
112	19.04.2016	0	0	19.04.2016	0	0	19.04.2016	0
113	20.04.2016	0	0	20.04.2016	0	0	20.04.2016	0
114	21.04.2016	6	2	21.04.2016	0	0	21.04.2016	6
115	22.04.2016	2	2	22.04.2016	0	0	22.04.2016	2
116	23.04.2016	4	2	23.04.2016	0	0	23.04.2016	4
117	24.04.2016	0	0	24.04.2016	0	0	24.04.2016	0
118	25.04.2016	4	1	25.04.2016	0	0	25.04.2016	4
119	26.04.2016	2	1	26.04.2016	0	0	26.04.2016	2
120	27.04.2016	8	3	27.04.2016	0	0	27.04.2016	8
121	28.04.2016	12	4	28.04.2016	0	0	28.04.2016	12
122	29.04.2016	2	1	29.04.2016	0	0	29.04.2016	2
123	30.04.2016	2	1	30.04.2016	0	0	30.04.2016	2
124		380	167		36	10		416
125								

Indeks for dag	Sidevisninger	Gj.sn. tid på side	Indeks for dag	Sidevisni	Gj.sn. tid på side	Gj. Sntid TOTAL	Date	Time spent on blog post
01.01.2016	0	0,00	01.01.2016	0	0,00	0,00	01.01.2016	0
02.01.2016	0	0,00	02.01.2016	0	0,00	0,00	02.01.2016	0
03.01.2016	0	0,00	03.01.2016	0	0,00	0,00	03.01.2016	0
04.01.2016	0	0,00	04.01.2016	0	0,00	0,00	04.01.2016	0
05.01.2016	0	0,00	05.01.2016	0	0,00	0,00	05.01.2016	0
06.01.2016	0	0,00	06.01.2016	0	0,00	0,00	06.01.2016	0
07.01.2016	0	0,00	07.01.2016	0	0,00	0,00	07.01.2016	0
08.01.2016	0	0,00	08.01.2016	0	0,00	0,00	08.01.2016	0
09.01.2016	0	0,00	09.01.2016	0	0,00	0,00	09.01.2016	0
10.01.2016	0	0,00	10.01.2016	0	0,00	0,00	10.01.2016	0
11.01.2016	0	0,00	11.01.2016	0	0,00	0,00	11.01.2016	0
12.01.2016	0	0,00	12.01.2016	0	0,00	0,00	12.01.2016	0
13.01.2016	0	0,00	13.01.2016	0	0,00	0,00	13.01.2016	0
14.01.2016	0	0,00	14.01.2016	0	0,00	0,00	14.01.2016	0
15.01.2016	0	0,00	15.01.2016	0	0,00	0,00	15.01.2016	0
16.01.2016	0	0,00	16.01.2016	0	0,00	0,00	16.01.2016	0
17.01.2016	0	0,00	17.01.2016	0	0,00	0,00	17.01.2016	0
18.01.2016	0	0,00	18.01.2016	0	0,00	0,00	18.01.2016	0
19.01.2016	0	0,00	19.01.2016	0	0,00	0,00	19.01.2016	0
20.01.2016	0	0,00	20.01.2016	0	0,00	0,00	20.01.2016	0
21.01.2016	0	0,00	21.01.2016	0	0,00	0,00	21.01.2016	0
22.01.2016	0	0,00	22.01.2016	0	0,00	0,00	22.01.2016	0
23.01.2016	0	0,00	23.01.2016	0	0,00	0,00	23.01.2016	0
24.01.2016	0	0,00	24.01.2016	0	0,00	0,00	24.01.2016	0
25.01.2016	0	0,00	25.01.2016	0	0,00	0,00	25.01.2016	0
26.01.2016	0	0,00	26.01.2016	0	0,00	0,00	26.01.2016	0
27.01.2016	0	0,00	27.01.2016	0	0,00	0,00	27.01.2016	0
28.01.2016	0	0,00	28.01.2016	0	0,00	0,00	28.01.2016	0
29.01.2016	0	0,00	29.01.2016	0	0,00	0,00	29.01.2016	0
30.01.2016	0	0,00	30.01.2016	0	0,00	0,00	30.01.2016	0

31.01.2016	0	0,00	31.01.2016	0	0,00	0,00	31.01.2016	0
01.02.2016	0	0,00	01.02.2016	0	0,00	0,00	01.02.2016	0
02.02.2016	0	0,00	02.02.2016	0	0,00	0,00	02.02.2016	0
03.02.2016	20	48,22	03.02.2016	0	0,00	48,22	03.02.2016	48
04.02.2016	18	57,12	04.02.2016	0	0,00	57,12	04.02.2016	57
05.02.2016	4	0,75	05.02.2016	0	0,00	0,75	05.02.2016	1
06.02.2016	0	0,00	06.02.2016	0	0,00	0,00	06.02.2016	0
07.02.2016	0	0,00	07.02.2016	0	0,00	0,00	07.02.2016	0
08.02.2016	2	7,00	08.02.2016	0	0,00	7,00	08.02.2016	7
09.02.2016	10	16,29	09.02.2016	0	0,00	16,29	09.02.2016	16
10.02.2016	12	37,44	10.02.2016	0	0,00	37,44	10.02.2016	37
11.02.2016	0	0,00	11.02.2016	0	0,00	0,00	11.02.2016	0
12.02.2016	0	0,00	12.02.2016	0	0,00	0,00	12.02.2016	0
13.02.2016	0	0,00	13.02.2016	0	0,00	0,00	13.02.2016	0
14.02.2016	2	9,50	14.02.2016	0	0,00	9,50	14.02.2016	10
15.02.2016	18	16,83	15.02.2016	4	15,00	31,83	15.02.2016	32
16.02.2016	23	31,43	16.02.2016	0	0,00	31,43	16.02.2016	31
17.02.2016	10	21,70	17.02.2016	10	26,10	47,80	17.02.2016	48
18.02.2016	6	9,00	18.02.2016	0	0,00	9,00	18.02.2016	9
19.02.2016	12	112,67	19.02.2016	4	23,50	136,17	19.02.2016	136
20.02.2016	0	0,00	20.02.2016	0	0,00	0,00	20.02.2016	0
21.02.2016	0	0,00	21.02.2016	0	0,00	0,00	21.02.2016	0
22.02.2016	0	0,00	22.02.2016	0	0,00	0,00	22.02.2016	0
23.02.2016	8	6,63	23.02.2016	0	0,00	6,63	23.02.2016	7
24.02.2016	2	6,50	24.02.2016	0	0,00	6,50	24.02.2016	6
25.02.2016	18	23,33	25.02.2016	0	0,00	23,33	25.02.2016	23
26.02.2016	4	6,50	26.02.2016	0	0,00	6,50	26.02.2016	7
27.02.2016	0	0,00	27.02.2016	0	0,00	0,00	27.02.2016	0
28.02.2016	4	25,50	28.02.2016	0	0,00	25,50	28.02.2016	25
29.02.2016	6	18,67	29.02.2016	0	0,00	18,67	29.02.2016	19

01.03.2016	4	6,25		01.03.2016	0	0,00		6,25	6	01.03.2016	6
02.03.2016	0	0,00		02.03.2016	0	0,00		0,00		02.03.2016	0
03.03.2016	12	4,75		03.03.2016	6	31,17		35,32	36	03.03.2016	36
04.03.2016	4	5,50		04.03.2016	0	0,00		5,50	5	04.03.2016	5
05.03.2016	2	14,50		05.03.2016	0	0,00		14,50	15	05.03.2016	15
06.03.2016	0	0,00		06.03.2016	0	0,00		0,00		06.03.2016	0
07.03.2016	12	14,42		07.03.2016	0	0,00		14,42	14	07.03.2016	14
08.03.2016	4	4,00		08.03.2016	0	0,00		4,00	4	08.03.2016	4
09.03.2016	0	0,00		09.03.2016	0	0,00		0,00		09.03.2016	0
10.03.2016	4	8,33		10.03.2016	2	17,00		25,33	25	10.03.2016	25
11.03.2016	0	0,00		11.03.2016	0	0,00		0,00		11.03.2016	0
12.03.2016	0	0,00		12.03.2016	0	0,00		0,00		12.03.2016	0
13.03.2016	0	0,00		13.03.2016	0	0,00		0,00		13.03.2016	0
14.03.2016	24	4,83		14.03.2016	6	35,17		40,00	40	14.03.2016	40
15.03.2016	6	14,25		15.03.2016	0	0,00		14,25	14	15.03.2016	14
16.03.2016	0	0,00		16.03.2016	0	0,00		0,00		16.03.2016	0
17.03.2016	6	4,50		17.03.2016	4	11,25		15,75	16	17.03.2016	16
18.03.2016	2	0,00		18.03.2016	0	0,00		0,00		18.03.2016	0
19.03.2016	2	23,00		19.03.2016	0	0,00		23,00	23	19.03.2016	23
20.03.2016	0	0,00		20.03.2016	0	0,00		0,00		20.03.2016	0
21.03.2016	0	0,00		21.03.2016	0	0,00		0,00		21.03.2016	0
22.03.2016	2	12,00		22.03.2016	0	0,00		12,00	12	22.03.2016	12
23.03.2016	6	5,50		23.03.2016	0	0,00		5,50	5	23.03.2016	5
24.03.2016	0	0,00		24.03.2016	0	0,00		0,00		24.03.2016	0
25.03.2016	0	0,00		25.03.2016	0	0,00		0,00		25.03.2016	0
26.03.2016	0	0,00		26.03.2016	0	0,00		0,00		26.03.2016	0
27.03.2016	2	38,50		27.03.2016	0	0,00		38,50	39	27.03.2016	39
28.03.2016	4	14,75		28.03.2016	0	0,00		14,75	15	28.03.2016	15
29.03.2016	2	101,50		29.03.2016	0	0,00		101,50	102	29.03.2016	102
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30.03.2016	0	0,00		30.03.2016	0	0,00		0,00		30.03.2016	0
31.03.2016	6	2,67		31.03.2016	0	0,00		2,67	3	31.03.2016	3
01.04.2016	10	111,63		01.04.2016	0	0,00		111,63	112	01.04.2016	112
02.04.2016	2	31,50		02.04.2016	0	0,00		31,50	32	02.04.2016	32
03.04.2016	2	10,50		03.04.2016	0	0,00		10,50	10	03.04.2016	10
04.04.2016	0	0,00		04.04.2016	0	0,00		0,00		04.04.2016	0
05.04.2016	0	0,00		05.04.2016	0	0,00		0,00		05.04.2016	0
06.04.2016	0	0,00		06.04.2016	0	0,00		0,00		06.04.2016	0
07.04.2016	0	0,00		07.04.2016	0	0,00		0,00		07.04.2016	0
08.04.2016	10	7,20		08.04.2016	0	0,00		7,20	7	08.04.2016	7
09.04.2016	5	13,00		09.04.2016	0	0,00		13,00	13	09.04.2016	13
10.04.2016	0	0,00		10.04.2016	0	0,00		0,00		10.04.2016	0
11.04.2016	4	12,50		11.04.2016	0	0,00		12,50	12	11.04.2016	12
12.04.2016	0	0,00		12.04.2016	0	0,00		0,00		12.04.2016	0
13.04.2016	2	0,00		13.04.2016	0	0,00		0,00		13.04.2016	0
14.04.2016	16	73,56		14.04.2016	0	0,00		73,56	74	14.04.2016	74
15.04.2016	2	0,00		15.04.2016	0	0,00		0,00		15.04.2016	0
16.04.2016	0	0,00		16.04.2016	0	0,00		0,00		16.04.2016	0
17.04.2016	2	20,50		17.04.2016	0	0,00		20,50	21	17.04.2016	21
18.04.2016	0	0,00		18.04.2016	0	0,00		0,00		18.04.2016	0
19.04.2016	0	0,00		19.04.2016	0	0,00		0,00		19.04.2016	0
20.04.2016	0	0,00		20.04.2016	0	0,00		0,00		20.04.2016	0
21.04.2016	6	18,00		21.04.2016	0	0,00		18,00	18	21.04.2016	18
22.04.2016	2	129,50		22.04.2016	0	0,00		129,50	130	22.04.2016	130
23.04.2016	4	13,00		23.04.2016	0	0,00		13,00	13	23.04.2016	13
24.04.2016	0	0,00		24.04.2016	0	0,00		0,00		24.04.2016	0
25.04.2016	4	8,75		25.04.2016	0	0,00		8,75	9	25.04.2016	9
26.04.2016	2	3,50		26.04.2016	0	0,00		3,50	4	26.04.2016	4
27.04.2016	8	4,67		27.04.2016	0	0,00		4,67	5	27.04.2016	5
28.04.2016	12	6,32		28.04.2016	0	0,00		6,32	7	28.04.2016	7
29.04.2016	2	13,00		29.04.2016	0	0,00		13,00	13	29.04.2016	13
30.04.2016	2	26,50		30.04.2016	0	0,00		26,50	26	30.04.2016	26
	380	27,66			36	24,78			1399	23,3	

Blog post 2 Page view, Time spent & Bounce rate

Indeks for dag	Sidevisninger	Unike sidevisninger	Indeks for dag	Sidevisninger	Unike sidevisninger	TOTAL	Index for date	Page views
01.01.2016	0	0	01.01.2016	0	0	01.01.2016	0	0
02.01.2016	0	0	02.01.2016	0	0	02.01.2016	0	0
03.01.2016	0	0	03.01.2016	0	0	03.01.2016	0	0
04.01.2016	0	0	04.01.2016	0	0	04.01.2016	0	0
05.01.2016	0	0	05.01.2016	0	0	05.01.2016	0	0
06.01.2016	0	0	06.01.2016	0	0	06.01.2016	0	0
07.01.2016	0	0	07.01.2016	0	0	07.01.2016	0	0
08.01.2016	0	0	08.01.2016	0	0	08.01.2016	0	0
09.01.2016	0	0	09.01.2016	0	0	09.01.2016	0	0
10.01.2016	0	0	10.01.2016	0	0	10.01.2016	0	0
11.01.2016	0	0	11.01.2016	0	0	11.01.2016	0	0
12.01.2016	0	0	12.01.2016	0	0	12.01.2016	0	0
13.01.2016	0	0	13.01.2016	0	0	13.01.2016	0	0
14.01.2016	0	0	14.01.2016	0	0	14.01.2016	0	0
15.01.2016	0	0	15.01.2016	0	0	15.01.2016	0	0
16.01.2016	0	0	16.01.2016	0	0	16.01.2016	0	0
17.01.2016	0	0	17.01.2016	0	0	17.01.2016	0	0
18.01.2016	0	0	18.01.2016	0	0	18.01.2016	0	0
19.01.2016	0	0	19.01.2016	0	0	19.01.2016	0	0
20.01.2016	0	0	20.01.2016	0	0	20.01.2016	0	0
21.01.2016	0	0	21.01.2016	0	0	21.01.2016	0	0
22.01.2016	0	0	22.01.2016	0	0	22.01.2016	0	0
23.01.2016	0	0	23.01.2016	0	0	23.01.2016	0	0
24.01.2016	0	0	24.01.2016	0	0	24.01.2016	0	0
25.01.2016	0	0	25.01.2016	0	0	25.01.2016	0	0
26.01.2016	0	0	26.01.2016	0	0	26.01.2016	0	0
27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0	0
28.01.2016	0	0	28.01.2016	0	0	28.01.2016	0	0
29.01.2016	0	0	29.01.2016	0	0	29.01.2016	0	0
30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0	0
31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0	0
01.02.2016	0	0	01.02.2016	0	0	01.02.2016	0	0
02.02.2016	14	4	02.02.2016	0	0	02.02.2016	14	4
03.02.2016	62	17	03.02.2016	0	0	03.02.2016	62	17
04.02.2016	7	3	04.02.2016	0	0	04.02.2016	7	3
05.02.2016	8	5	05.02.2016	0	0	05.02.2016	8	5
06.02.2016	2	1	06.02.2016	0	0	06.02.2016	2	1
07.02.2016	4	1	07.02.2016	0	0	07.02.2016	4	1
08.02.2016	22	6	08.02.2016	0	0	08.02.2016	22	6
09.02.2016	0	0	09.02.2016	0	0	09.02.2016	0	0
10.02.2016	1186	559	10.02.2016	0	0	10.02.2016	1186	559
11.02.2016	162	79	11.02.2016	0	0	11.02.2016	162	79
12.02.2016	16	8	12.02.2016	0	0	12.02.2016	16	8
13.02.2016	8	3	13.02.2016	0	0	13.02.2016	8	3
14.02.2016	8	3	14.02.2016	0	0	14.02.2016	8	3
15.02.2016	4	2	15.02.2016	2	1	15.02.2016	4	2
16.02.2016	0	0	16.02.2016	8	5	16.02.2016	0	0
17.02.2016	4	2	17.02.2016	125	57	17.02.2016	4	2
18.02.2016	4	1	18.02.2016	22	10	18.02.2016	4	1
19.02.2016	8	2	19.02.2016	16	9	19.02.2016	8	2
20.02.2016	0	0	20.02.2016	0	0	20.02.2016	0	0
21.02.2016	0	0	21.02.2016	2	1	21.02.2016	0	0
22.02.2016	0	0	22.02.2016	8	4	22.02.2016	0	0
23.02.2016	0	0	23.02.2016	3	2	23.02.2016	0	0
24.02.2016	0	0	24.02.2016	0	0	24.02.2016	0	0
25.02.2016	0	0	25.02.2016	6	4	25.02.2016	0	0
26.02.2016	0	0	26.02.2016	0	0	26.02.2016	0	0
27.02.2016	0	0	27.02.2016	0	0	27.02.2016	0	0
28.02.2016	0	0	28.02.2016	6	2	28.02.2016	0	0
29.02.2016	0	0	29.02.2016	2	1	29.02.2016	0	0
01.03.2016	0	0	01.03.2016	0	0	01.03.2016	0	0
02.03.2016	0	0	02.03.2016	4	1	02.03.2016	0	0

Indeks for dag	Sidevisninger	Gj.sn. tid på side	Indeks for dag	Sidevisninger	Gj.sn. tid på side	Total
01.01.2016	3	0,00	01.01.2016	0	0,00	0,00
02.01.2016	3	0,00	02.01.2016	0	0,00	0,00
03.01.2016	3	0,00	03.01.2016	0	0,00	0,00
04.01.2016	3	0,00	04.01.2016	0	0,00	0,00
05.01.2016	3	0,00	05.01.2016	0	0,00	0,00
06.01.2016	3	0,00	06.01.2016	0	0,00	0,00
07.01.2016	3	0,00	07.01.2016	0	0,00	0,00
08.01.2016	3	0,00	08.01.2016	0	0,00	0,00
09.01.2016	3	0,00	09.01.2016	0	0,00	0,00
10.01.2016	3	0,00	10.01.2016	0	0,00	0,00
11.01.2016	3	0,00	11.01.2016	0	0,00	0,00
12.01.2016	3	0,00	12.01.2016	0	0,00	0,00
13.01.2016	3	0,00	13.01.2016	0	0,00	0,00
14.01.2016	3	0,00	14.01.2016	0	0,00	0,00
15.01.2016	3	0,00	15.01.2016	0	0,00	0,00
16.01.2016	3	0,00	16.01.2016	0	0,00	0,00
17.01.2016	3	0,00	17.01.2016	0	0,00	0,00
18.01.2016	3	0,00	18.01.2016	0	0,00	0,00
19.01.2016	3	0,00	19.01.2016	0	0,00	0,00
20.01.2016	3	0,00	20.01.2016	0	0,00	0,00
21.01.2016	3	0,00	21.01.2016	0	0,00	0,00
22.01.2016	3	0,00	22.01.2016	0	0,00	0,00
23.01.2016	3	0,00	23.01.2016	0	0,00	0,00
24.01.2016	3	0,00	24.01.2016	0	0,00	0,00
25.01.2016	3	0,00	25.01.2016	0	0,00	0,00
26.01.2016	3	0,00	26.01.2016	0	0,00	0,00
27.01.2016	3	0,00	27.01.2016	0	0,00	0,00
28.01.2016	3	0,00	28.01.2016	0	0,00	0,00
29.01.2016	3	0,00	29.01.2016	0	0,00	0,00
30.01.2016	3	0,00	30.01.2016	0	0,00	0,00
31.01.2016	3	0,00	31.01.2016	0	0,00	0,00
01.02.2016	3	0,00	01.02.2016	0	0,00	0,00
02.02.2016	14	30,75	02.02.2016	0	0,00	30,75
03.02.2016	62	22,57	03.02.2016	0	0,00	122,57
04.02.2016	7	13,86	04.02.2016	0	0,00	113,86
05.02.2016	3	10,60	05.02.2016	0	0,00	110,60
06.02.2016	2	0,00	06.02.2016	0	0,00	0,00
07.02.2016	4	29,00	07.02.2016	0	0,00	29,00
08.02.2016	22	42,74	08.02.2016	0	0,00	42,74
09.02.2016	1	0,00	09.02.2016	0	0,00	0,00

09.02.2016	0	0,00	09.02.2016	0	0,00	0,00
10.02.2016	1186	19,08	10.02.2016	0	0,00	19,08
11.02.2016	162	12,30	11.02.2016	0	0,00	12,30
12.02.2016	16	8,22	12.02.2016	0	0,00	8,22
13.02.2016	8	5,80	13.02.2016	0	0,00	5,80
14.02.2016	8	38,83	14.02.2016	0	0,00	38,83
15.02.2016	4	0,00	15.02.2016	2	53,00	53,00
16.02.2016	0	0,00	16.02.2016	8	239,80	239,80
17.02.2016	4	5,00	17.02.2016	125	16,42	23,42
18.02.2016	4	45,00	18.02.2016	22	31,31	80,31
19.02.2016	8	23,00	19.02.2016	16	95,08	124,08
20.02.2016	0	0,00	20.02.2016	0	0,00	0,00
21.02.2016	0	0,00	21.02.2016	2	0,00	0,00
22.02.2016	0	0,00	22.02.2016	8	40,40	40,40
23.02.2016	0	0,00	23.02.2016	3	56,33	56,33
24.02.2016	0	0,00	24.02.2016	0	0,00	0,00
25.02.2016	0	0,00	25.02.2016	6	80,00	80,00
26.02.2016	0	0,00	26.02.2016	0	0,00	0,00
27.02.2016	0	0,00	27.02.2016	0	0,00	0,00
28.02.2016	0	0,00	28.02.2016	6	30,83	30,83
29.02.2016	0	0,00	29.02.2016	2	0,00	0,00
01.03.2016	0	0,00	01.03.2016	0	0,00	0,00
02.03.2016	0	0,00	02.03.2016	4	55,00	55,00
03.03.2016	0	0,00	03.03.2016	4	41,75	41,75
04.03.2016	0	0,00	04.03.2016	0	0,00	0,00
05.03.2016	0	0,00	05.03.2016	0	0,00	0,00
06.03.2016	0	0,00	06.03.2016	0	0,00	0,00
07.03.2016	0	0,00	07.03.2016	2	17,00	17,00
08.03.2016	0	0,00	08.03.2016	6	7,75	7,75
09.03.2016	0	0,00	09.03.2016	0	0,00	0,00
10.03.2016	0	0,00	10.03.2016	2	0,00	0,00
11.03.2016	0	0,00	11.03.2016	2	0,00	0,00
12.03.2016	0	0,00	12.03.2016	0	0,00	0,00
13.03.2016	0	0,00	13.03.2016	0	0,00	0,00
14.03.2016	0	0,00	14.03.2016	4	522,67	522,67
15.03.2016	0	0,00	15.03.2016	8	214,67	214,67
16.03.2016	0	0,00	16.03.2016	0	0,00	0,00

16.03.2016	0	0,00	16.03.2016	0	0,00	0,00
17.03.2016	0	0,00	17.03.2016	4	56,50	56,50
18.03.2016	0	0,00	18.03.2016	0	0,00	0,00
19.03.2016	0	0,00	19.03.2016	4	0,00	0,00
20.03.2016	0	0,00	20.03.2016	0	0,00	0,00
21.03.2016	0	0,00	21.03.2016	2	10,00	10,00
22.03.2016	0	0,00	22.03.2016	2	36,50	36,50
23.03.2016	0	0,00	23.03.2016	2	34,50	34,50
24.03.2016	0	0,00	24.03.2016	0	0,00	0,00
25.03.2016	0	0,00	25.03.2016	0	0,00	0,00
26.03.2016	0	0,00	26.03.2016	0	0,00	0,00
27.03.2016	0	0,00	27.03.2016	2	42,50	42,50
28.03.2016	0	0,00	28.03.2016	0	0,00	0,00
29.03.2016	0	0,00	29.03.2016	8	52,20	52,20
30.03.2016	0	0,00	30.03.2016	0	0,00	0,00
31.03.2016	0	0,00	31.03.2016	0	0,00	0,00
01.04.2016	0	0,00	01.04.2016	4	55,50	55,50
02.04.2016	0	0,00	02.04.2016	4	116,25	116,25
03.04.2016	0	0,00	03.04.2016	0	0,00	0,00
04.04.2016	0	0,00	04.04.2016	0	0,00	0,00
05.04.2016	0	0,00	05.04.2016	4	47,67	47,67
06.04.2016	0	0,00	06.04.2016	0	0,00	0,00
07.04.2016	0	0,00	07.04.2016	2	0,00	0,00
08.04.2016	0	0,00	08.04.2016	2	38,00	38,00
09.04.2016	0	0,00	09.04.2016	5	4,50	4,50
10.04.2016	0	0,00	10.04.2016	4	12,33	12,33
11.04.2016	0	0,00	11.04.2016	4	0,00	0,00
12.04.2016	0	0,00	12.04.2016	0	0,00	0,00
13.04.2016	0	0,00	13.04.2016	2	73,50	73,50
14.04.2016	0	0,00	14.04.2016	8	27,38	27,38
15.04.2016	0	0,00	15.04.2016	4	17,00	17,00
16.04.2016	0	0,00	16.04.2016	0	0,00	0,00
17.04.2016	0	0,00	17.04.2016	0	0,00	0,00
18.04.2016	0	0,00	18.04.2016	2	6,00	6,00
19.04.2016	0	0,00	19.04.2016	2	24,00	24,00
20.04.2016	0	0,00	20.04.2016	0	0,00	0,00
21.04.2016	0	0,00	21.04.2016	6	33,17	33,17
22.04.2016	0	0,00	22.04.2016	2	384,00	384,00
23.04.2016	0	0,00	23.04.2016	6	33,50	33,50
24.04.2016	0	0,00	24.04.2016	0	0,00	0,00
25.04.2016	0	0,00	25.04.2016	2	0,00	0,00
26.04.2016	0	0,00	26.04.2016	0	0,00	0,00
27.04.2016	0	0,00	27.04.2016	2	25,00	25,00
28.04.2016	0	0,00	28.04.2016	6	8,33	8,33
29.04.2016	0	0,00	29.04.2016	0	0,00	0,00
30.04.2016	0	0,00	30.04.2016	2	35,00	35,00
	1519	27,02		329	51,41	3308,69

Indeks for dag			Indeks for dag			Indeks for date			TOTAL
	Sidevisninger	Fluktfrekvens		Sidevisninger	Fluktfrekvens		Fluktfrekvens	Bounce rate Sandwich	
01.01.2016	0	0,00%	01.01.2016	0	0,00%	01.01.2016	0,00%	0	
02.01.2016	0	0,00%	02.01.2016	0	0,00%	02.01.2016	0,00%	0	
03.01.2016	0	0,00%	03.01.2016	0	0,00%	03.01.2016	0,00%	0	
04.01.2016	0	0,00%	04.01.2016	0	0,00%	04.01.2016	0,00%	0	
05.01.2016	0	0,00%	05.01.2016	0	0,00%	05.01.2016	0,00%	0	
06.01.2016	0	0,00%	06.01.2016	0	0,00%	06.01.2016	0,00%	0	
07.01.2016	0	0,00%	07.01.2016	0	0,00%	07.01.2016	0,00%	0	
08.01.2016	0	0,00%	08.01.2016	0	0,00%	08.01.2016	0,00%	0	
09.01.2016	0	0,00%	09.01.2016	0	0,00%	09.01.2016	0,00%	0	
10.01.2016	0	0,00%	10.01.2016	0	0,00%	10.01.2016	0,00%	0	
11.01.2016	0	0,00%	11.01.2016	0	0,00%	11.01.2016	0,00%	0	
12.01.2016	0	0,00%	12.01.2016	0	0,00%	12.01.2016	0,00%	0	
13.01.2016	0	0,00%	13.01.2016	0	0,00%	13.01.2016	0,00%	0	
14.01.2016	0	0,00%	14.01.2016	0	0,00%	14.01.2016	0,00%	0	
15.01.2016	0	0,00%	15.01.2016	0	0,00%	15.01.2016	0,00%	0	
16.01.2016	0	0,00%	16.01.2016	0	0,00%	16.01.2016	0,00%	0	
17.01.2016	0	0,00%	17.01.2016	0	0,00%	17.01.2016	0,00%	0	
18.01.2016	0	0,00%	18.01.2016	0	0,00%	18.01.2016	0,00%	0	
19.01.2016	0	0,00%	19.01.2016	0	0,00%	19.01.2016	0,00%	0	
20.01.2016	0	0,00%	20.01.2016	0	0,00%	20.01.2016	0,00%	0	
21.01.2016	0	0,00%	21.01.2016	0	0,00%	21.01.2016	0,00%	0	
22.01.2016	0	0,00%	22.01.2016	0	0,00%	22.01.2016	0,00%	0	
23.01.2016	0	0,00%	23.01.2016	0	0,00%	23.01.2016	0,00%	0	
24.01.2016	0	0,00%	24.01.2016	0	0,00%	24.01.2016	0,00%	0	
25.01.2016	0	0,00%	25.01.2016	0	0,00%	25.01.2016	0,00%	0	
26.01.2016	0	0,00%	26.01.2016	0	0,00%	26.01.2016	0,00%	0	
27.01.2016	0	0,00%	27.01.2016	0	0,00%	27.01.2016	0,00%	0	
28.01.2016	0	0,00%	28.01.2016	0	0,00%	28.01.2016	0,00%	0	
29.01.2016	0	0,00%	29.01.2016	0	0,00%	29.01.2016	0,00%	0	
30.01.2016	0	0,00%	30.01.2016	0	0,00%	30.01.2016	0,00%	0	
31.01.2016	0	0,00%	31.01.2016	0	0,00%	31.01.2016	0,00%	0	
01.02.2016	0	0,00%	01.02.2016	0	0,00%	01.02.2016	0,00%	0	
02.02.2016	14	0,00%	02.02.2016	0	0,00%	02.02.2016	0,00%	0	
03.02.2016	62	20,00%	03.02.2016	0	0,00%	03.02.2016	20,00%	12,4	
04.02.2016	7	0,00%	04.02.2016	0	0,00%	04.02.2016	0,00%	0	
05.02.2016	8	0,00%	05.02.2016	0	0,00%	05.02.2016	0,00%	0	
06.02.2016	2	0,00%	06.02.2016	0	0,00%	06.02.2016	0,00%	0	
07.02.2016	4	0,00%	07.02.2016	0	0,00%	07.02.2016	0,00%	0	
08.02.2016	22	0,00%	08.02.2016	0	0,00%	08.02.2016	0,00%	0	
09.02.2016	0	0,00%	09.02.2016	0	0,00%	09.02.2016	0,00%	0	
10.02.2016	196	0,54%	10.02.2016	0	0,00%	10.02.2016	0,54%	6,422382611	
11.02.2016	162	2,53%	11.02.2016	0	0,00%	11.02.2016	2,53%	4,161265523	
12.02.2016	16	0,00%	12.02.2016	0	0,00%	12.02.2016	0,00%	0	
13.02.2016	8	0,00%	13.02.2016	0	0,00%	13.02.2016	0,00%	0	
14.02.2016	8	0,00%	14.02.2016	0	0,00%	14.02.2016	0,00%	0	
15.02.2016	4	0,00%	15.02.2016	2	0,00%	15.02.2016	0,00%	0	
16.02.2016	0	0,00%	16.02.2016	8	0,00%	16.02.2016	0,00%	0	
17.02.2016	4	0,00%	17.02.2016	125	1,79%	17.02.2016	1,79%	2,3091	
18.02.2016	4	0,00%	18.02.2016	22	0,00%	18.02.2016	0,00%	0	
19.02.2016	8	0,00%	19.02.2016	16	0,00%	19.02.2016	0,00%	0	
20.02.2016	0	0,00%	20.02.2016	0	0,00%	20.02.2016	0,00%	0	
21.02.2016	0	0,00%	21.02.2016	2	0,00%	21.02.2016	0,00%	0	
22.02.2016	0	0,00%	22.02.2016	8	0,00%	22.02.2016	0,00%	0	
23.02.2016	0	0,00%	23.02.2016	3	0,00%	23.02.2016	0,00%	0	
24.02.2016	0	0,00%	24.02.2016	0	0,00%	24.02.2016	0,00%	0	
25.02.2016	0	0,00%	25.02.2016	6	0,00%	25.02.2016	0,00%	0	
26.02.2016	0	0,00%	26.02.2016	0	0,00%	26.02.2016	0,00%	0	
27.02.2016	0	0,00%	27.02.2016	0	0,00%	27.02.2016	0,00%	0	
28.02.2016	0	0,00%	28.02.2016	6	0,00%	28.02.2016	0,00%	0	
29.02.2016	0	0,00%	29.02.2016	2	0,00%	29.02.2016	0,00%	0	
01.03.2016	0	0,00%	01.03.2016	0	0,00%	01.03.2016	0,00%	0	
02.03.2016	0	0,00%	02.03.2016	4	0,00%	02.03.2016	0,00%	0	
03.03.2016	0	0,00%	03.03.2016	4	0,00%	03.03.2016	0,00%	0	
04.03.2016	0	0,00%	04.03.2016	0	0,00%	04.03.2016	0,00%	0	
05.03.2016	0	0,00%	05.03.2016	0	0,00%	05.03.2016	0,00%	0	
06.03.2016	0	0,00%	06.03.2016	0	0,00%	06.03.2016	0,00%	0	
07.03.2016	0	0,00%	07.03.2016	2	0,00%	07.03.2016	0,00%	0	
08.03.2016	0	0,00%	08.03.2016	6	0,00%	08.03.2016	0,00%	0	
09.03.2016	0	0,00%	09.03.2016	0	0,00%	09.03.2016	0,00%	0	
10.03.2016	0	0,00%	10.03.2016	2	0,00%	10.03.2016	0,00%	0	
11.03.2016	0	0,00%	11.03.2016	2	0,00%	11.03.2016	0,00%	0	
12.03.2016	0	0,00%	12.03.2016	0	0,00%	12.03.2016	0,00%	0	
13.03.2016	0	0,00%	13.03.2016	0	0,00%	13.03.2016	0,00%	0	
14.03.2016	0	0,00%	14.03.2016	4	0,00%	14.03.2016	0,00%	0	
15.03.2016	0	0,00%	15.03.2016	8	0,00%	15.03.2016	0,00%	0	
16.03.2016	0	0,00%	16.03.2016	0	0,00%	16.03.2016	0,00%	0	
17.03.2016	0	0,00%	17.03.2016	4	0,00%	17.03.2016	0,00%	0	

18.03.2016	0	0,00 %			18.03.2016	0	0,00 %	18.03.2016	0,00 %	0
19.03.2016	0	0,00 %			19.03.2016	4	0,00 %	19.03.2016	0,00 %	0
20.03.2016	0	0,00 %			20.03.2016	0	0,00 %	20.03.2016	0,00 %	0
21.03.2016	0	0,00 %			21.03.2016	2	0,00 %	21.03.2016	0,00 %	0
22.03.2016	0	0,00 %			22.03.2016	2	0,00 %	22.03.2016	0,00 %	0
23.03.2016	0	0,00 %			23.03.2016	2	0,00 %	23.03.2016	0,00 %	0
24.03.2016	0	0,00 %			24.03.2016	0	0,00 %	24.03.2016	0,00 %	0
25.03.2016	0	0,00 %			25.03.2016	0	0,00 %	25.03.2016	0,00 %	0
26.03.2016	0	0,00 %			26.03.2016	0	0,00 %	26.03.2016	0,00 %	0
27.03.2016	0	0,00 %			27.03.2016	2	0,00 %	27.03.2016	0,00 %	0
28.03.2016	0	0,00 %			28.03.2016	0	0,00 %	28.03.2016	0,00 %	0
29.03.2016	0	0,00 %			29.03.2016	8	0,00 %	29.03.2016	0,00 %	0
30.03.2016	0	0,00 %			30.03.2016	0	0,00 %	30.03.2016	0,00 %	0
31.03.2016	0	0,00 %			31.03.2016	0	0,00 %	31.03.2016	0,00 %	0
01.04.2016	0	0,00 %			01.04.2016	4	0,00 %	01.04.2016	0,00 %	0
02.04.2016	0	0,00 %			02.04.2016	4	0,00 %	02.04.2016	0,00 %	0
03.04.2016	0	0,00 %			03.04.2016	0	0,00 %	03.04.2016	0,00 %	0
04.04.2016	0	0,00 %			04.04.2016	0	0,00 %	04.04.2016	0,00 %	0
05.04.2016	0	0,00 %			05.04.2016	4	0,00 %	05.04.2016	0,00 %	0
06.04.2016	0	0,00 %			06.04.2016	0	0,00 %	06.04.2016	0,00 %	0
07.04.2016	0	0,00 %			07.04.2016	2	0,00 %	07.04.2016	0,00 %	0
08.04.2016	0	0,00 %			08.04.2016	2	0,00 %	08.04.2016	0,00 %	0
09.04.2016	0	0,00 %			09.04.2016	5	0,00 %	09.04.2016	0,00 %	0
10.04.2016	0	0,00 %			10.04.2016	4	0,00 %	10.04.2016	0,00 %	0
11.04.2016	0	0,00 %			11.04.2016	4	0,00 %	11.04.2016	0,00 %	0
12.04.2016	0	0,00 %			12.04.2016	0	0,00 %	12.04.2016	0,00 %	0
13.04.2016	0	0,00 %			13.04.2016	2	0,00 %	13.04.2016	0,00 %	0
14.04.2016	0	0,00 %			14.04.2016	8	0,00 %	14.04.2016	0,00 %	0
15.04.2016	0	0,00 %			15.04.2016	4	0,00 %	15.04.2016	0,00 %	0
16.04.2016	0	0,00 %			16.04.2016	0	0,00 %	16.04.2016	0,00 %	0
17.04.2016	0	0,00 %			17.04.2016	0	0,00 %	17.04.2016	0,00 %	0
18.04.2016	0	0,00 %			18.04.2016	2	0,00 %	18.04.2016	0,00 %	0
19.04.2016	0	0,00 %			19.04.2016	2	0,00 %	19.04.2016	0,00 %	0
20.04.2016	0	0,00 %			20.04.2016	0	0,00 %	20.04.2016	0,00 %	0
21.04.2016	0	0,00 %			21.04.2016	6	0,00 %	21.04.2016	0,00 %	0
22.04.2016	0	0,00 %			22.04.2016	2	0,00 %	22.04.2016	0,00 %	0
23.04.2016	0	0,00 %			23.04.2016	6	0,00 %	23.04.2016	0,00 %	0
24.04.2016	0	0,00 %			24.04.2016	0	0,00 %	24.04.2016	0,00 %	0
25.04.2016	0	0,00 %			25.04.2016	2	0,00 %	25.04.2016	0,00 %	0
26.04.2016	0	0,00 %			26.04.2016	0	0,00 %	26.04.2016	0,00 %	0
27.04.2016	0	0,00 %			27.04.2016	2	0,00 %	27.04.2016	0,00 %	0
28.04.2016	0	0,00 %			28.04.2016	6	0,00 %	28.04.2016	0,00 %	0
29.04.2016	0	0,00 %			29.04.2016	0	0,00 %	29.04.2016	0,00 %	0
30.04.2016	0	0,00 %			30.04.2016	2	0,00 %	30.04.2016	0,00 %	0
	1519	1,06 %				329	1,25 %		1848	25,23274843

Blog post 3 Page view, Time spent & Bounce rate

Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger	Indeks for det Sideningsige Udkøbsindsiginger
01.01.2016	0	0	01.01.2016	0	0	01.01.2016	0	0
02.01.2016	0	0	02.01.2016	0	0	02.01.2016	0	0
03.01.2016	0	0	03.01.2016	0	0	03.01.2016	0	0
04.01.2016	0	0	04.01.2016	0	0	04.01.2016	0	0
05.01.2016	0	0	05.01.2016	0	0	05.01.2016	0	0
06.01.2016	0	0	06.01.2016	0	0	06.01.2016	0	0
07.01.2016	0	0	07.01.2016	0	0	07.01.2016	0	0
08.01.2016	0	0	08.01.2016	0	0	08.01.2016	0	0
09.01.2016	0	0	09.01.2016	0	0	09.01.2016	0	0
10.01.2016	0	0	10.01.2016	0	0	10.01.2016	0	0
11.01.2016	0	0	11.01.2016	0	0	11.01.2016	0	0
12.01.2016	0	0	12.01.2016	0	0	12.01.2016	0	0
13.01.2016	0	0	13.01.2016	0	0	13.01.2016	0	0
14.01.2016	2	1	14.01.2016	0	0	14.01.2016	0	0
15.01.2016	0	0	15.01.2016	0	0	15.01.2016	0	0
16.01.2016	0	0	16.01.2016	0	0	16.01.2016	0	0
17.01.2016	0	0	17.01.2016	0	0	17.01.2016	0	0
18.01.2016	0	0	18.01.2016	0	0	18.01.2016	0	0
19.01.2016	0	0	19.01.2016	0	0	19.01.2016	0	0
20.01.2016	0	0	20.01.2016	0	0	20.01.2016	0	0
21.01.2016	0	0	21.01.2016	0	0	21.01.2016	0	0
22.01.2016	22	12	22.01.2016	0	0	22.01.2016	0	0
23.01.2016	4	2	23.01.2016	0	0	23.01.2016	0	0
24.01.2016	2	1	24.01.2016	0	0	24.01.2016	0	0
25.01.2016	0	0	25.01.2016	0	0	25.01.2016	0	0
26.01.2016	2	1	26.01.2016	0	0	26.01.2016	0	0
27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0	0
28.01.2016	0	0	28.01.2016	0	0	28.01.2016	0	0
29.01.2016	0	0	29.01.2016	0	0	29.01.2016	0	0
30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0	0
31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0	0
01.02.2016	117	59	01.02.2016	57	27	01.02.2016	0	0
02.02.2016	31	16	02.02.2016	0	4	02.02.2016	0	0
03.02.2016	4	3	03.02.2016	2	1	03.02.2016	0	0
04.02.2016	2	1	04.02.2016	0	0	04.02.2016	0	0
05.02.2016	2	1	05.02.2016	0	0	05.02.2016	0	0
06.02.2016	0	0	06.02.2016	0	0	06.02.2016	0	0
07.02.2016	0	0	07.02.2016	0	0	07.02.2016	0	0
08.02.2016	0	0	08.02.2016	0	0	08.02.2016	12	3
09.02.2016	0	0	09.02.2016	0	0	09.02.2016	0	0
10.02.2016	2	1	10.02.2016	0	0	10.02.2016	4	2
11.02.2016	0	0	11.02.2016	0	0	11.02.2016	0	0
12.02.2016	0	0	12.02.2016	0	0	12.02.2016	0	0
13.02.2016	0	0	13.02.2016	0	0	13.02.2016	0	0
14.02.2016	0	0	14.02.2016	0	0	14.02.2016	0	0
15.02.2016	2	2	15.02.2016	0	1	15.02.2016	2	2
16.02.2016	0	0	16.02.2016	0	5	16.02.2016	20	7
17.02.2016	0	0	17.02.2016	4	2	17.02.2016	2	1

Gjavn TOTAL		Dato	Time spent on blogpost:
0,00		01.01.2016	0
0,00		02.01.2016	0
0,00		03.01.2016	0
0,00		04.01.2016	0
0,00		05.01.2016	0
0,00		06.01.2016	0
0,00		07.01.2016	0
0,00		08.01.2016	0
0,00		09.01.2016	0
0,00		10.01.2016	0
0,00		11.01.2016	0
0,00		12.01.2016	0
0,00		13.01.2016	0
2,50	1	14.01.2016	1
0,00		15.01.2016	0
0,00		16.01.2016	0
0,00		17.01.2016	0
0,00		18.01.2016	0
0,00		19.01.2016	0
0,00		20.01.2016	0
0,00		21.01.2016	0
34,71	35	22.01.2016	35
28,00	28	23.01.2016	28
24,00	24	24.01.2016	24
0,00		25.01.2016	0
14,00	14	26.01.2016	14
0,00		27.01.2016	0
0,00		28.01.2016	0
0,00		29.01.2016	0
0,00		30.01.2016	0
0,00		31.01.2016	0
97,34	37	01.02.2016	37
17,41	17	02.02.2016	17
265,19	255	03.02.2016	265
543,50	550	04.02.2016	550
0,00		05.02.2016	0
0,00		06.02.2016	0
0,00		07.02.2016	0
13,82	14	08.02.2016	14

0,00		09.02.2016	0
0,00		10.02.2016	0
0,00		11.02.2016	0
0,00		12.02.2016	0
0,00		13.02.2016	0
0,00		14.02.2016	0
343,50	350	15.02.2016	350
126,73	123	16.02.2016	123
77,00	77	17.02.2016	77
0,00		18.02.2016	0
64,67	65	19.02.2016	65
0,00		20.02.2016	0
53,00	53	21.02.2016	53
0,00		22.02.2016	0
0,00		23.02.2016	0
0,00		24.02.2016	0
0,00		25.02.2016	0
0,00		26.02.2016	0
0,00		27.02.2016	0
0,00		28.02.2016	0
0,00		29.02.2016	0
0,00		01.03.2016	0
0,00		02.03.2016	0
0,00		03.03.2016	0
0,00		04.03.2016	0
0,00		05.03.2016	0
0,50	1	06.03.2016	1
0,00		07.03.2016	0
10,67	11	08.03.2016	11
0,00		09.03.2016	0
0,00		10.03.2016	0
0,00		11.03.2016	0
0,00		12.03.2016	0
0,00		13.03.2016	0
0,00		14.03.2016	0
0,00		15.03.2016	0
0,00		16.03.2016	0
0,00		17.03.2016	0
40,50	41	18.03.2016	41
0,00		19.03.2016	0
0,00		20.03.2016	0

0,00		21.03.2015	0
0,00		22.03.2015	0
0,00		23.03.2015	0
0,00		24.03.2015	0
0,00		25.03.2015	0
0,00		26.03.2015	0
0,00		27.03.2015	0
120,20	120	28.03.2015	120
0,00		29.03.2015	0
0,00		30.03.2015	0
0,00		31.03.2015	0
41,75	142	01.04.2015	142
102,00	102	02.04.2015	102
0,00		03.04.2015	0
0,00		04.04.2015	0
1,00	1	05.04.2015	1
0,00		06.04.2015	0
30,40	30	07.04.2015	30
26,00	26	08.04.2015	26
0,00		09.04.2015	0
0,00		10.04.2015	0
1,00	1	11.04.2015	1
0,00		12.04.2015	0
0,00		13.04.2015	0
35,25	35	14.04.2015	35
0,00		15.04.2015	0
0,00		16.04.2015	0
0,00		17.04.2015	0
0,00		18.04.2015	0
0,00		19.04.2015	0
-0,00	40	20.04.2015	40
0,00		21.04.2015	0
0,00		22.04.2015	0
0,00		23.04.2015	0
23,50	24	24.04.2015	24
0,00		25.04.2015	0
0,00		26.04.2015	0
0,00		27.04.2015	0
7,50	8	28.04.2016	8
4,00	4	29.04.2016	4
3,00	3	30.04.2016	3
293,31	2348		

15.04.2016	0	0,00 %	15.04.2016	0	0,00 %	15.04.2016	0	0,00 %	15.04.2016	0	0,00 %	15.04.2016	0	0,00 %	15.04.2016	0	0,00 %
16.04.2016	0	0,00 %	16.04.2016	0	0,00 %	16.04.2016	0	0,00 %	16.04.2016	0	0,00 %	16.04.2016	0	0,00 %	16.04.2016	0	0,00 %
17.04.2016	0	0,00 %	17.04.2016	0	0,00 %	17.04.2016	0	0,00 %	17.04.2016	0	0,00 %	17.04.2016	0	0,00 %	17.04.2016	0	0,00 %
18.04.2016	0	0,00 %	18.04.2016	0	0,00 %	18.04.2016	0	0,00 %	18.04.2016	0	0,00 %	18.04.2016	0	0,00 %	18.04.2016	0	0,00 %
19.04.2016	0	0,00 %	19.04.2016	0	0,00 %	19.04.2016	0	0,00 %	19.04.2016	0	0,00 %	19.04.2016	0	0,00 %	19.04.2016	0	0,00 %
20.04.2016	0	0,00 %	20.04.2016	0	0,00 %	20.04.2016	2	0,00 %	20.04.2016	0	0,00 %	20.04.2016	0	0,00 %	20.04.2016	0	0,00 %
21.04.2016	0	0,00 %	21.04.2016	0	0,00 %	21.04.2016	0	0,00 %	21.04.2016	0	0,00 %	21.04.2016	0	0,00 %	21.04.2016	0	0,00 %
22.04.2016	0	0,00 %	22.04.2016	0	0,00 %	22.04.2016	0	0,00 %	22.04.2016	0	0,00 %	22.04.2016	0	0,00 %	22.04.2016	0	0,00 %
23.04.2016	0	0,00 %	23.04.2016	0	0,00 %	23.04.2016	0	0,00 %	23.04.2016	0	0,00 %	23.04.2016	0	0,00 %	23.04.2016	0	0,00 %
24.04.2016	0	0,00 %	24.04.2016	0	0,00 %	24.04.2016	2	0,00 %	24.04.2016	0	0,00 %	24.04.2016	0	0,00 %	24.04.2016	0	0,00 %
25.04.2016	0	0,00 %	25.04.2016	0	0,00 %	25.04.2016	0	0,00 %	25.04.2016	0	0,00 %	25.04.2016	0	0,00 %	25.04.2016	0	0,00 %
26.04.2016	0	0,00 %	26.04.2016	0	0,00 %	26.04.2016	0	0,00 %	26.04.2016	0	0,00 %	26.04.2016	0	0,00 %	26.04.2016	0	0,00 %
27.04.2016	0	0,00 %	27.04.2016	0	0,00 %	27.04.2016	0	0,00 %	27.04.2016	0	0,00 %	27.04.2016	0	0,00 %	27.04.2016	0	0,00 %
28.04.2016	0	0,00 %	28.04.2016	0	0,00 %	28.04.2016	0	0,00 %	28.04.2016	2	0,00 %	28.04.2016	0	0,00 %	28.04.2016	0	0,00 %
29.04.2016	0	0,00 %	29.04.2016	0	0,00 %	29.04.2016	0	0,00 %	29.04.2016	2	0,00 %	29.04.2016	0	0,00 %	29.04.2016	0	0,00 %
30.04.2016	0	0,00 %	30.04.2016	0	0,00 %	30.04.2016	0	0,00 %	30.04.2016	2	0,00 %	30.04.2016	0	0,00 %	30.04.2016	0	0,00 %
	192	2,90 %		67	3,13 %		65	0,00 %		58	0,00 %		31	0,00 %		22	0,00 %

						Index far coto	Total Baunco rato far 3z hart tr pr	
0	0	(0	0	0	01.01.2016	0	
0	0	(0	0	0	02.01.2016	0	
0	0	(0	0	0	03.01.2016	0	
0	0	(0	0	0	04.01.2016	0	
0	0	(0	0	0	05.01.2016	0	
0	0	(0	0	0	06.01.2016	0	
0	0	(0	0	0	07.01.2016	0	
0	0	(0	0	0	08.01.2016	0	
0	0	(0	0	0	09.01.2016	0	
0	0	(0	0	0	10.01.2016	0	
0	0	(0	0	0	11.01.2016	0	
0	0	(0	0	0	12.01.2016	0	
0	0	(0	0	0	13.01.2016	0	
0	0	(0	0	0	14.01.2016	0	
0	0	(0	0	0	15.01.2016	0	
0	0	(0	0	0	16.01.2016	0	
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0	0	0	0	0	0	18.02.2016	0
0	0	0	0	0	0	19.02.2016	0
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0	0	0	0	0	0	16.03.2016	0
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0	0	0	0	0	0	24.03.2016	0
0	0	0	0	0	0	25.03.2016	0
0	0	0	0	0	0	26.03.2016	0
0	0	0	0	0	0	27.03.2016	0
0	0	0	0	0	0	28.03.2016	0
0	0	0	0	0	0	29.03.2016	0
0	0	0	0	0	0	30.03.2016	0
0	0	0	0	0	0	31.03.2016	0
0	0	0	0	0	0	01.04.2016	0
0	0	0	0	0	0	02.04.2016	0
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0	0	0	0	0	0	15.04.2016	0
0	0	0	0	0	0	16.04.2016	0
0	0	0	0	0	0	17.04.2016	0
0	0	0	0	0	0	18.04.2016	0
0	0	0	0	0	0	19.04.2016	0
0	0	0	0	0	0	20.04.2016	0
0	0	0	0	0	0	21.04.2016	0
0	0	0	0	0	0	22.04.2016	0
0	0	0	0	0	0	23.04.2016	0
0	0	0	0	0	0	24.04.2016	0
0	0	0	0	0	0	25.04.2016	0
0	0	0	0	0	0	26.04.2016	0
0	0	0	0	0	0	27.04.2016	0
0	0	0	0	0	0	28.04.2016	0
0	0	0	0	0	0	29.04.2016	0
0	0	0	0	0	0	30.04.2016	0
5,565217391						TOTAL:	4

Blog post 4 Page view & Time spent

												TOTAL	
Indeks for da	Sidevi	Unike sidevisninger	Indeks for da	Sidevi	Unike sidevisninger	Indeks for da	Sidevi	Unike sidevisninger	Indeks for da	Sidevi	Unike sidevisninger	Indeks for da	Page views
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27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0
28.01.2016	0	0	28.01.2016	0	0	28.01.2016	4	1	28.01.2016	0	0	28.01.2016	4
29.01.2016	0	0	29.01.2016	0	0	29.01.2016	2	1	29.01.2016	0	0	29.01.2016	2
30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0
31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0
01.02.2016	0	0	01.02.2016	0	0	01.02.2016	6	2	01.02.2016	0	0	01.02.2016	6
02.02.2016	0	0	02.02.2016	8	2	02.02.2016	8	6	02.02.2016	0	0	02.02.2016	16
03.02.2016	0	0	03.02.2016	16	5	03.02.2016	3	2	03.02.2016	0	0	03.02.2016	19

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07.02.2016	0	0	07.02.2016	0	0	07.02.2016	0	0	07.02.2016	0	0	07.02.2016	0
08.02.2016	0	0	08.02.2016	6	3	08.02.2016	0	0	08.02.2016	0	0	08.02.2016	6
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11.02.2016	0	0	11.02.2016	4	2	11.02.2016	0	0	11.02.2016	0	0	11.02.2016	4
12.02.2016	0	0	12.02.2016	4	2	12.02.2016	2	1	12.02.2016	0	0	12.02.2016	6
13.02.2016	0	0	13.02.2016	4	2	13.02.2016	0	0	13.02.2016	0	0	13.02.2016	4
14.02.2016	0	0	14.02.2016	2	1	14.02.2016	0	0	14.02.2016	0	0	14.02.2016	2
15.02.2016	2	1	15.02.2016	2	2	15.02.2016	2	2	15.02.2016	0	0	15.02.2016	6
16.02.2016	14	6	16.02.2016	2	1	16.02.2016	0	0	16.02.2016	0	0	16.02.2016	16
17.02.2016	0	0	17.02.2016	0	0	17.02.2016	0	0	17.02.2016	2	1	17.02.2016	2
18.02.2016	2	1	18.02.2016	0	0	18.02.2016	0	0	18.02.2016	0	0	18.02.2016	2
19.02.2016	0	0	19.02.2016	0	0	19.02.2016	0	0	19.02.2016	0	0	19.02.2016	0
20.02.2016	6	3	20.02.2016	0	0	20.02.2016	0	0	20.02.2016	0	0	20.02.2016	6
21.02.2016	6	3	21.02.2016	0	0	21.02.2016	0	0	21.02.2016	2	1	21.02.2016	8
22.02.2016	4	2	22.02.2016	0	0	22.02.2016	0	0	22.02.2016	0	0	22.02.2016	4
23.02.2016	1	1	23.02.2016	0	0	23.02.2016	0	0	23.02.2016	0	0	23.02.2016	1
24.02.2016	3	2	24.02.2016	0	0	24.02.2016	0	0	24.02.2016	0	0	24.02.2016	3
25.02.2016	4	3	25.02.2016	0	0	25.02.2016	0	0	25.02.2016	2	1	25.02.2016	6
26.02.2016	2	1	26.02.2016	0	0	26.02.2016	0	0	26.02.2016	0	0	26.02.2016	2
27.02.2016	4	2	27.02.2016	0	0	27.02.2016	0	0	27.02.2016	2	1	27.02.2016	6
28.02.2016	2	1	28.02.2016	0	0	28.02.2016	0	0	28.02.2016	0	0	28.02.2016	2
29.02.2016	2	1	29.02.2016	0	0	29.02.2016	0	0	29.02.2016	6	1	29.02.2016	8
01.03.2016	2	1	01.03.2016	0	0	01.03.2016	0	0	01.03.2016	0	0	01.03.2016	2
02.03.2016	4	2	02.03.2016	0	0	02.03.2016	0	0	02.03.2016	2	1	02.03.2016	6
03.03.2016	4	1	03.03.2016	0	0	03.03.2016	0	0	03.03.2016	0	0	03.03.2016	4
04.03.2016	0	0	04.03.2016	0	0	04.03.2016	0	0	04.03.2016	0	0	04.03.2016	0
05.03.2016	4	2	05.03.2016	0	0	05.03.2016	0	0	05.03.2016	2	1	05.03.2016	6
06.03.2016	0	0	06.03.2016	0	0	06.03.2016	0	0	06.03.2016	0	0	06.03.2016	0
07.03.2016	2	2	07.03.2016	0	0	07.03.2016	0	0	07.03.2016	0	0	07.03.2016	2
08.03.2016	0	0	08.03.2016	0	0	08.03.2016	0	0	08.03.2016	2	1	08.03.2016	2
09.03.2016	0	0	09.03.2016	0	0	09.03.2016	0	0	09.03.2016	0	0	09.03.2016	0
10.03.2016	0	0	10.03.2016	0	0	10.03.2016	0	0	10.03.2016	0	0	10.03.2016	0
11.03.2016	0	0	11.03.2016	0	0	11.03.2016	0	0	11.03.2016	0	0	11.03.2016	0
12.03.2016	0	0	12.03.2016	0	0	12.03.2016	0	0	12.03.2016	0	0	12.03.2016	0

Indeks for de	Sidevisi	Gj.sn. tid på side	Indeks for de	Sidevisi	Gj.sn. tid på side	Indeks for de	Sidevisi	Gj.sn. tid på side	Indeks for de	Sidevisi	Gj.sn. tid på side	GJ TOTAL	
01.01.2016	0	0,00	01.01.2016	0	0,00	01.01.2016	0	0,00	01.01.2016	0	0,00	0	0
02.01.2016	0	0,00	02.01.2016	0	0,00	02.01.2016	0	0,00	02.01.2016	0	0,00	0	0
03.01.2016	0	0,00	03.01.2016	0	0,00	03.01.2016	0	0,00	03.01.2016	0	0,00	0	0
04.01.2016	0	0,00	04.01.2016	0	0,00	04.01.2016	0	0,00	04.01.2016	0	0,00	0	0
05.01.2016	0	0,00	05.01.2016	0	0,00	05.01.2016	0	0,00	05.01.2016	0	0,00	0	0
06.01.2016	0	0,00	06.01.2016	0	0,00	06.01.2016	0	0,00	06.01.2016	0	0,00	0	0
07.01.2016	0	0,00	07.01.2016	0	0,00	07.01.2016	0	0,00	07.01.2016	0	0,00	0	0
08.01.2016	0	0,00	08.01.2016	0	0,00	08.01.2016	0	0,00	08.01.2016	0	0,00	0	0
09.01.2016	0	0,00	09.01.2016	0	0,00	09.01.2016	0	0,00	09.01.2016	0	0,00	0	0
10.01.2016	0	0,00	10.01.2016	0	0,00	10.01.2016	0	0,00	10.01.2016	0	0,00	0	0
11.01.2016	0	0,00	11.01.2016	0	0,00	11.01.2016	0	0,00	11.01.2016	0	0,00	0	0
12.01.2016	0	0,00	12.01.2016	0	0,00	12.01.2016	0	0,00	12.01.2016	0	0,00	0	0
13.01.2016	0	0,00	13.01.2016	0	0,00	13.01.2016	0	0,00	13.01.2016	0	0,00	0	0
14.01.2016	0	0,00	14.01.2016	0	0,00	14.01.2016	0	0,00	14.01.2016	0	0,00	0	0
15.01.2016	0	0,00	15.01.2016	0	0,00	15.01.2016	0	0,00	15.01.2016	0	0,00	0	0
16.01.2016	0	0,00	16.01.2016	0	0,00	16.01.2016	0	0,00	16.01.2016	0	0,00	0	0
17.01.2016	0	0,00	17.01.2016	0	0,00	17.01.2016	0	0,00	17.01.2016	0	0,00	0	0
18.01.2016	0	0,00	18.01.2016	0	0,00	18.01.2016	0	0,00	18.01.2016	0	0,00	0	0
19.01.2016	0	0,00	19.01.2016	0	0,00	19.01.2016	0	0,00	19.01.2016	0	0,00	0	0
20.01.2016	0	0,00	20.01.2016	0	0,00	20.01.2016	0	0,00	20.01.2016	0	0,00	0	0
21.01.2016	0	0,00	21.01.2016	0	0,00	21.01.2016	0	0,00	21.01.2016	0	0,00	0	0
22.01.2016	0	0,00	22.01.2016	0	0,00	22.01.2016	4	324,50	22.01.2016	0	0,00	324,5	324
23.01.2016	0	0,00	23.01.2016	0	0,00	23.01.2016	0	0,00	23.01.2016	0	0,00	0	0
24.01.2016	0	0,00	24.01.2016	0	0,00	24.01.2016	0	0,00	24.01.2016	0	0,00	0	0
25.01.2016	0	0,00	25.01.2016	0	0,00	25.01.2016	0	0,00	25.01.2016	0	0,00	0	0
26.01.2016	0	0,00	26.01.2016	0	0,00	26.01.2016	2	41,00	26.01.2016	0	0,00	41	41
27.01.2016	0	0,00	27.01.2016	0	0,00	27.01.2016	0	0,00	27.01.2016	0	0,00	0	0
28.01.2016	0	0,00	28.01.2016	0	0,00	28.01.2016	4	46,75	28.01.2016	0	0,00	46,75	47
29.01.2016	0	0,00	29.01.2016	0	0,00	29.01.2016	2	8,50	29.01.2016	0	0,00	8,5	8
30.01.2016	0	0,00	30.01.2016	0	0,00	30.01.2016	0	0,00	30.01.2016	0	0,00	0	0
31.01.2016	0	0,00	31.01.2016	0	0,00	31.01.2016	0	0,00	31.01.2016	0	0,00	0	0
01.02.2016	0	0,00	01.02.2016	0	0,00	01.02.2016	6	293,67	01.02.2016	0	0,00	233,6666667	234
02.02.2016	0	0,00	02.02.2016	8	11,00	02.02.2016	8	32,23	02.02.2016	0	0,00	43,2871429	43
03.02.2016	0	0,00	03.02.2016	16	47,38	03.02.2016	3	82,67	03.02.2016	0	0,00	130,0416667	130
04.02.2016	0	0,00	04.02.2016	10	8,56	04.02.2016	0	0,00	04.02.2016	0	0,00	6,555555556	9

05.02.2016	0	0,00	05.02.2016	2	21,50	05.02.2016	2	91,00	05.02.2016	0	0,00	112,5	112
06.02.2016	0	0,00	06.02.2016	2	82,00	06.02.2016	0	0,00	06.02.2016	0	0,00	82	82
07.02.2016	0	0,00	07.02.2016	0	0,00	07.02.2016	0	0,00	07.02.2016	0	0,00	0	0
08.02.2016	0	0,00	08.02.2016	6	31,80	08.02.2016	0	0,00	08.02.2016	0	0,00	31,8	32
09.02.2016	0	0,00	09.02.2016	0	0,00	09.02.2016	0	0,00	09.02.2016	0	0,00	0	0
10.02.2016	0	0,00	10.02.2016	14	58,80	10.02.2016	4	0,00	10.02.2016	0	0,00	58,8	59
11.02.2016	0	0,00	11.02.2016	4	2,00	11.02.2016	0	0,00	11.02.2016	0	0,00	2	2
12.02.2016	0	0,00	12.02.2016	4	47,75	12.02.2016	2	149,00	12.02.2016	0	0,00	196,75	197
13.02.2016	0	0,00	13.02.2016	4	8,25	13.02.2016	0	0,00	13.02.2016	0	0,00	8,25	8
14.02.2016	0	0,00	14.02.2016	2	0,00	14.02.2016	0	0,00	14.02.2016	0	0,00	0	0
15.02.2016	2	0,00	15.02.2016	2	419,00	15.02.2016	2	12,50	15.02.2016	0	0,00	431,5	431
16.02.2016	14	30,18	16.02.2016	2	0,00	16.02.2016	0	0,00	16.02.2016	0	0,00	30,18181818	31
17.02.2016	0	0,00	17.02.2016	0	0,00	17.02.2016	0	0,00	17.02.2016	2	0,00	0	0
18.02.2016	2	10,00	18.02.2016	0	0,00	18.02.2016	0	0,00	18.02.2016	0	0,00	10	10
19.02.2016	0	0,00	19.02.2016	0	0,00	19.02.2016	0	0,00	19.02.2016	0	0,00	0	0
20.02.2016	6	0,00	20.02.2016	0	0,00	20.02.2016	0	0,00	20.02.2016	0	0,00	0	0
21.02.2016	6	23,00	21.02.2016	0	0,00	21.02.2016	0	0,00	21.02.2016	2	2,00	25	25
22.02.2016	4	5,75	22.02.2016	0	0,00	22.02.2016	0	0,00	22.02.2016	0	0,00	5,75	6
23.02.2016	1	235,00	23.02.2016	0	0,00	23.02.2016	0	0,00	23.02.2016	0	0,00	235	235
24.02.2016	3	42,00	24.02.2016	0	0,00	24.02.2016	0	0,00	24.02.2016	0	0,00	42	42
25.02.2016	4	178,00	25.02.2016	0	0,00	25.02.2016	0	0,00	25.02.2016	2	0,00	178	178
26.02.2016	2	36,50	26.02.2016	0	0,00	26.02.2016	0	0,00	26.02.2016	0	0,00	36,5	37
27.02.2016	4	0,00	27.02.2016	0	0,00	27.02.2016	0	0,00	27.02.2016	2	2,00	2	2
28.02.2016	2	0,00	28.02.2016	0	0,00	28.02.2016	0	0,00	28.02.2016	0	0,00	0	0
29.02.2016	2	0,00	29.02.2016	0	0,00	29.02.2016	0	0,00	29.02.2016	6	13,00	13	13
01.03.2016	2	100,50	01.03.2016	0	0,00	01.03.2016	0	0,00	01.03.2016	0	0,00	100,5	100
02.03.2016	4	28,67	02.03.2016	0	0,00	02.03.2016	0	0,00	02.03.2016	2	0,00	28,66666667	29
03.03.2016	4	3,33	03.03.2016	0	0,00	03.03.2016	0	0,00	03.03.2016	0	0,00	3,333333333	3
04.03.2016	0	0,00	04.03.2016	0	0,00	04.03.2016	0	0,00	04.03.2016	0	0,00	0	0
05.03.2016	4	0,00	05.03.2016	0	0,00	05.03.2016	0	0,00	05.03.2016	2	7,50	7,5	8
06.03.2016	0	0,00	06.03.2016	0	0,00	06.03.2016	0	0,00	06.03.2016	0	0,00	0	0
07.03.2016	2	15,50	07.03.2016	0	0,00	07.03.2016	0	0,00	07.03.2016	0	0,00	15,5	16
*****	^	^ ^	*****	^	^ ^	*****	^	^ ^	*****	^	^ ^	-	-

08.03.2016	0	0,00	08.03.2016	0	0,00	08.03.2016	0	0,00	08.03.2016	2	6,00	6	6
09.03.2016	0	0,00	09.03.2016	0	0,00	09.03.2016	0	0,00	09.03.2016	0	0,00	0	0
10.03.2016	0	0,00	10.03.2016	0	0,00	10.03.2016	0	0,00	10.03.2016	0	0,00	0	0
11.03.2016	0	0,00	11.03.2016	0	0,00	11.03.2016	0	0,00	11.03.2016	0	0,00	0	0
12.03.2016	0	0,00	12.03.2016	0	0,00	12.03.2016	0	0,00	12.03.2016	0	0,00	0	0
13.03.2016	4	34,50	13.03.2016	0	0,00	13.03.2016	0	0,00	13.03.2016	2	0,00	34,5	35
14.03.2016	0	0,00	14.03.2016	0	0,00	14.03.2016	0	0,00	14.03.2016	0	0,00	0	0
15.03.2016	2	0,00	15.03.2016	0	0,00	15.03.2016	0	0,00	15.03.2016	0	0,00	0	0
16.03.2016	0	0,00	16.03.2016	0	0,00	16.03.2016	0	0,00	16.03.2016	1	14,00	14	14
17.03.2016	6	2,50	17.03.2016	0	0,00	17.03.2016	0	0,00	17.03.2016	0	0,00	2,5	3
18.03.2016	0	0,00	18.03.2016	0	0,00	18.03.2016	0	0,00	18.03.2016	0	0,00	0	0
19.03.2016	2	0,00	19.03.2016	0	0,00	19.03.2016	0	0,00	19.03.2016	0	0,00	0	0
20.03.2016	0	0,00	20.03.2016	0	0,00	20.03.2016	0	0,00	20.03.2016	0	0,00	0	0
21.03.2016	0	0,00	21.03.2016	0	0,00	21.03.2016	0	0,00	21.03.2016	4	4,33	4,333333333	4
22.03.2016	4	27,00	22.03.2016	0	0,00	22.03.2016	0	0,00	22.03.2016	2	25,00	52	52
23.03.2016	0	0,00	23.03.2016	0	0,00	23.03.2016	0	0,00	23.03.2016	0	0,00	0	0
24.03.2016	0	0,00	24.03.2016	0	0,00	24.03.2016	0	0,00	24.03.2016	0	0,00	0	0
25.03.2016	0	0,00	25.03.2016	0	0,00	25.03.2016	0	0,00	25.03.2016	0	0,00	0	0
26.03.2016	0	0,00	26.03.2016	0	0,00	26.03.2016	0	0,00	26.03.2016	0	0,00	0	0
27.03.2016	0	0,00	27.03.2016	0	0,00	27.03.2016	0	0,00	27.03.2016	0	0,00	0	0
28.03.2016	0	0,00	28.03.2016	0	0,00	28.03.2016	0	0,00	28.03.2016	0	0,00	0	0
29.03.2016	0	0,00	29.03.2016	0	0,00	29.03.2016	0	0,00	29.03.2016	0	0,00	0	0
30.03.2016	0	0,00	30.03.2016	0	0,00	30.03.2016	0	0,00	30.03.2016	0	0,00	0	0
31.03.2016	4	6,25	31.03.2016	0	0,00	31.03.2016	0	0,00	31.03.2016	2	6,00	12,25	12
01.04.2016	2	396,50	01.04.2016	0	0,00	01.04.2016	0	0,00	01.04.2016	0	0,00	396,5	396
02.04.2016	0	0,00	02.04.2016	0	0,00	02.04.2016	0	0,00	02.04.2016	0	0,00	0	0
03.04.2016	2	0,00	03.04.2016	0	0,00	03.04.2016	0	0,00	03.04.2016	0	0,00	0	0
04.04.2016	0	0,00	04.04.2016	0	0,00	04.04.2016	0	0,00	04.04.2016	0	0,00	0	0
05.04.2016	0	0,00	05.04.2016	0	0,00	05.04.2016	0	0,00	05.04.2016	0	0,00	0	0
06.04.2016	0	0,00	06.04.2016	0	0,00	06.04.2016	0	0,00	06.04.2016	0	0,00	0	0
07.04.2016	0	0,00	07.04.2016	0	0,00	07.04.2016	0	0,00	07.04.2016	0	0,00	0	0
08.04.2016	0	0,00	08.04.2016	0	0,00	08.04.2016	0	0,00	08.04.2016	2	5,00	5	5
09.04.2016	0	0,00	09.04.2016	0	0,00	09.04.2016	0	0,00	09.04.2016	0	0,00	0	0
10.04.2016	0	0,00	10.04.2016	0	0,00	10.04.2016	0	0,00	10.04.2016	0	0,00	0	0
11.04.2016	0	0,00	11.04.2016	0	0,00	11.04.2016	0	0,00	11.04.2016	0	0,00	0	0
12.04.2016	0	0,00	12.04.2016	0	0,00	12.04.2016	0	0,00	12.04.2016	0	0,00	0	0
13.04.2016	2	409,50	13.04.2016	0	0,00	13.04.2016	0	0,00	13.04.2016	0	0,00	409,5	409
14.04.2016	8	68,67	14.04.2016	0	0,00	14.04.2016	0	0,00	14.04.2016	0	0,00	68,66666667	69
15.04.2016	0	0,00	15.04.2016	0	0,00	15.04.2016	0	0,00	15.04.2016	0	0,00	0	0
16.04.2016	2	0,00	16.04.2016	0	0,00	16.04.2016	0	0,00	16.04.2016	0	0,00	0	0
17.04.2016	0	0,00	17.04.2016	0	0,00	17.04.2016	0	0,00	17.04.2016	0	0,00	0	0
18.04.2016	0	0,00	18.04.2016	0	0,00	18.04.2016	0	0,00	18.04.2016	0	0,00	0	0
19.04.2016	0	0,00	19.04.2016	0	0,00	19.04.2016	0	0,00	19.04.2016	0	0,00	0	0
20.04.2016	0	0,00	20.04.2016	0	0,00	20.04.2016	0	0,00	20.04.2016	0	0,00	0	0
21.04.2016	0	0,00	21.04.2016	0	0,00	21.04.2016	0	0,00	21.04.2016	0	0,00	0	0
22.04.2016	2	534,00	22.04.2016	0	0,00	22.04.2016	0	0,00	22.04.2016	0	0,00	534	534
23.04.2016	0	0,00	23.04.2016	0	0,00	23.04.2016	0	0,00	23.04.2016	0	0,00	0	0
24.04.2016	0	0,00	24.04.2016	0	0,00	24.04.2016	0	0,00	24.04.2016	0	0,00	0	0
25.04.2016	0	0,00	25.04.2016	0	0,00	25.04.2016	0	0,00	25.04.2016	0	0,00	0	0
26.04.2016	0	0,00	26.04.2016	0	0,00	26.04.2016	0	0,00	26.04.2016	0	0,00	0	0
27.04.2016	2	0,00	27.04.2016	0	0,00	27.04.2016	0	0,00	27.04.2016	0	0,00	0	0
28.04.2016	2	0,00	28.04.2016	0	0,00	28.04.2016	0	0,00	28.04.2016	0	0,00	0	0
29.04.2016	0	0,00	29.04.2016	0	0,00	29.04.2016	0	0,00	29.04.2016	0	0,00	0	0
30.04.2016	2	15,00	30.04.2016	0	0,00	30.04.2016	0	0,00	30.04.2016	0	0,00	15	15
	114	60,24		76	38,69		39	108,12		33	8,00	215,0452489	4108

Blog post 5 Time spent & Page entrance

Indels for dag	Sidevisni	Gj.sn. tid på side	Indels for dag	Sidevisni	Gj.sn. tid på side	Gj.sn. i TCTAL	Date	Total Time spent on Elogpost 5
01.11.2016	0	1,00	01.01.2016	0	0,00	0.00	01.01.2016	0
02.11.2016	0	1,00	02.01.2016	0	0,00	0.00	02.01.2016	0
03.11.2016	0	1,00	03.01.2016	0	0,00	0.00	03.01.2016	0
04.11.2016	0	1,00	04.01.2016	0	0,00	0.00	04.01.2016	0
05.11.2016	0	1,00	05.01.2016	0	0,00	0.00	05.01.2016	0
06.11.2016	0	1,00	06.01.2016	0	0,00	0.00	06.01.2016	0
07.11.2016	0	1,00	07.01.2016	0	0,00	0.00	07.01.2016	0
08.11.2016	0	1,00	08.01.2016	0	0,00	0.00	08.01.2016	0
09.11.2016	0	1,00	09.01.2016	0	0,00	0.00	09.01.2016	0
10.11.2016	0	1,00	10.01.2016	0	0,00	0.00	10.01.2016	0
11.11.2016	0	1,00	11.01.2016	0	0,00	0.00	11.01.2016	0
12.11.2016	0	1,00	12.01.2016	0	0,00	0.00	12.01.2016	0
13.11.2016	0	1,00	13.01.2016	0	0,00	0.00	13.01.2016	0
14.11.2016	0	1,00	14.01.2016	0	0,00	0.00	14.01.2016	0
15.11.2016	0	1,00	15.01.2016	0	0,00	0.00	15.01.2016	0
16.11.2016	0	1,00	16.01.2016	0	0,00	0.00	16.01.2016	0
17.11.2016	0	1,00	17.01.2016	0	0,00	0.00	17.01.2016	0
18.11.2016	0	1,00	18.01.2016	0	0,00	0.00	18.01.2016	0
19.11.2016	0	1,00	19.01.2016	0	0,00	0.00	19.01.2016	0
20.11.2016	0	1,00	20.01.2016	0	0,00	0.00	20.01.2016	0
21.11.2016	0	1,00	21.01.2016	0	0,00	0.00	21.01.2016	0
22.11.2016	0	1,00	22.01.2016	0	0,00	0.00	22.01.2016	0
23.11.2016	0	1,00	23.01.2016	0	0,00	0.00	23.01.2016	0
24.11.2016	0	1,00	24.01.2016	0	0,00	0.00	24.01.2016	0
25.11.2016	0	1,00	25.01.2016	0	0,00	0.00	25.01.2016	0
26.11.2016	0	1,00	26.01.2016	0	0,00	0.00	26.01.2016	0
27.11.2016	0	1,00	27.01.2016	0	0,00	0.00	27.01.2016	0
28.11.2016	0	1,00	28.01.2016	0	0,00	0.00	28.01.2016	0
29.11.2016	0	1,00	29.01.2016	0	0,00	0.00	29.01.2016	0

30.01.2016	0	0,00	30.01.2016	0	0,00	0,00	30.01.2016	0
31.01.2016	0	0,00	31.01.2016	0	0,00	0,00	31.01.2016	0
01.02.2016	0	0,00	01.02.2016	0	0,00	0,00	01.02.2016	0
02.02.2016	0	0,00	02.02.2016	0	0,00	0,00	02.02.2016	0
03.02.2016	0	0,00	03.02.2016	0	0,00	0,00	03.02.2016	0
04.02.2016	0	0,00	04.02.2016	39	53,40	53,40	04.02.2016	53
05.02.2016	0	0,00	05.02.2016	4	64,00	64,00	05.02.2016	64
06.02.2016	0	0,00	06.02.2016	0	0,00	0,00	06.02.2016	0
07.02.2016	0	0,00	07.02.2016	6	22,00	22,00	07.02.2016	22
08.02.2016	0	0,00	08.02.2016	10	15,33	15,33	08.02.2016	15
09.02.2016	0	0,00	09.02.2016	0	0,00	0,00	09.02.2016	0
10.02.2016	0	0,00	10.02.2016	4	0,50	0,50	10.02.2016	1
11.02.2016	0	0,00	11.02.2016	0	0,00	0,00	11.02.2016	0
12.02.2016	0	0,00	12.02.2016	4	0,00	0,00	12.02.2016	0
13.02.2016	0	0,00	13.02.2016	0	0,00	0,00	13.02.2016	0
14.02.2016	0	0,00	14.02.2016	0	0,00	0,00	14.02.2016	0
15.02.2016	2	49,50	15.02.2016	0	0,00	49,50	15.02.2016	50
16.02.2016	2	0,00	16.02.2016	0	0,00	0,00	16.02.2016	0
17.02.2016	2	0,00	17.02.2016	0	0,00	0,00	17.02.2016	0
18.02.2016	0	0,00	18.02.2016	0	0,00	0,00	18.02.2016	0
19.02.2016	43	71,10	19.02.2016	2	201,50	272,60	19.02.2016	273
20.02.2016	12	5,14	20.02.2016	0	0,00	5,14	20.02.2016	5
21.02.2016	2	3,00	21.02.2016	0	0,00	3,00	21.02.2016	3
22.02.2016	12	39,80	22.02.2016	6	49,67	89,47	22.02.2016	89
23.02.2016	2	67,00	23.02.2016	0	0,00	67,00	23.02.2016	67
24.02.2016	0	0,00	24.02.2016	0	0,00	0,00	24.02.2016	0
25.02.2016	0	0,00	25.02.2016	0	0,00	0,00	25.02.2016	0

26.02.2016	0	0,00	26.02.2016	0	0,00	0,00	26.02.2016	0	
27.02.2016	2	42,00	27.02.2016	2	0,00	42,00	42	27.02.2016	42
28.02.2016	4	140,50	28.02.2016	0	0,00	140,50	140	28.02.2016	140
29.02.2016	0	0,00	29.02.2016	0	0,00	0,00	29.02.2016	0	
01.03.2016	2	1,00	01.03.2016	0	0,00	1,00	1	01.03.2016	1
02.03.2016	2	71,50	02.03.2016	0	0,00	71,50	71	02.03.2016	71
03.03.2016	0	0,00	03.03.2016	0	0,00	0,00	03.03.2016	0	
04.03.2016	0	0,00	04.03.2016	0	0,00	0,00	04.03.2016	0	
05.03.2016	0	0,00	05.03.2016	0	0,00	0,00	05.03.2016	0	
06.03.2016	0	0,00	06.03.2016	0	0,00	0,00	06.03.2016	0	
07.03.2016	0	0,00	07.03.2016	0	0,00	0,00	07.03.2016	0	
08.03.2016	4	15,33	08.03.2016	0	0,00	15,33	15	08.03.2016	15
09.03.2016	0	0,00	09.03.2016	0	0,00	0,00	09.03.2016	0	
10.03.2016	0	0,00	10.03.2016	0	0,00	0,00	10.03.2016	0	
11.03.2016	0	0,00	11.03.2016	0	0,00	0,00	11.03.2016	0	
12.03.2016	0	0,00	12.03.2016	0	0,00	0,00	12.03.2016	0	
13.03.2016	0	0,00	13.03.2016	0	0,00	0,00	13.03.2016	0	
14.03.2016	0	0,00	14.03.2016	0	0,00	0,00	14.03.2016	0	
15.03.2016	0	0,00	15.03.2016	0	0,00	0,00	15.03.2016	0	
16.03.2016	2	128,00	16.03.2016	0	0,00	128,00	128	16.03.2016	128
17.03.2016	2	13,00	17.03.2016	0	0,00	13,00	13	17.03.2016	13
18.03.2016	0	0,00	18.03.2016	0	0,00	0,00	18.03.2016	0	
19.03.2016	4	33,33	19.03.2016	0	0,00	33,33	33	19.03.2016	33
20.03.2016	0	0,00	20.03.2016	0	0,00	0,00	20.03.2016	0	
21.03.2016	2	4,50	21.03.2016	0	0,00	4,50	4	21.03.2016	4
22.03.2016	2	0,00	22.03.2016	0	0,00	0,00	22.03.2016	0	
23.03.2016	0	0,00	23.03.2016	0	0,00	0,00	23.03.2016	0	
24.03.2016	0	0,00	24.03.2016	0	0,00	0,00	24.03.2016	0	

25.03.2016	2	0,00	25.03.2016	0	0,00	0,00	25.03.2016	0
26.03.2016	0	0,00	26.03.2016	0	0,00	0,00	26.03.2016	0
27.03.2016	0	0,00	27.03.2016	0	0,00	0,00	27.03.2016	0
28.03.2016	0	0,00	28.03.2016	0	0,00	0,00	28.03.2016	0
29.03.2016	0	0,00	29.03.2016	0	0,00	0,00	29.03.2016	0
30.03.2016	2	0,00	30.03.2016	0	0,00	0,00	30.03.2016	0
31.03.2016	2	0,00	31.03.2016	0	0,00	0,00	31.03.2016	0
01.04.2016	4	216,00	01.04.2016	0	0,00	216,00	216	216
02.04.2016	4	20,33	02.04.2016	0	0,00	20,33	20	20
03.04.2016	2	0,00	03.04.2016	0	0,00	0,00	03.04.2016	0
04.04.2016	0	0,00	04.04.2016	0	0,00	0,00	04.04.2016	0
05.04.2016	0	0,00	05.04.2016	0	0,00	0,00	05.04.2016	0
06.04.2016	6	22,80	06.04.2016	0	0,00	22,80	23	23
07.04.2016	2	437,00	07.04.2016	0	0,00	437,00	437	437
08.04.2016	0	0,00	08.04.2016	0	0,00	0,00	08.04.2016	0
09.04.2016	0	0,00	09.04.2016	0	0,00	0,00	09.04.2016	0
10.04.2016	0	0,00	10.04.2016	0	0,00	0,00	10.04.2016	0
11.04.2016	0	0,00	11.04.2016	0	0,00	0,00	11.04.2016	0
12.04.2016	0	0,00	12.04.2016	0	0,00	0,00	12.04.2016	0
13.04.2016	0	0,00	13.04.2016	0	0,00	0,00	13.04.2016	0
14.04.2016	8	52,38	14.04.2016	0	0,00	52,38	52	52
15.04.2016	0	0,00	15.04.2016	0	0,00	0,00	15.04.2016	0
16.04.2016	0	0,00	16.04.2016	0	0,00	0,00	16.04.2016	0
17.04.2016	4	9,67	17.04.2016	0	0,00	9,67	10	10
18.04.2016	0	0,00	18.04.2016	0	0,00	0,00	18.04.2016	0
19.04.2016	0	0,00	19.04.2016	0	0,00	0,00	19.04.2016	0
20.04.2016	4	5,67	20.04.2016	0	0,00	5,67	6	6
21.04.2016	6	117,40	21.04.2016	0	0,00	117,40	117	117
22.04.2016	2	178,00	22.04.2016	0	0,00	178,00	178	178
23.04.2016	0	0,00	23.04.2016	0	0,00	0,00	23.04.2016	0

24.04.2016	2	33,50	24.04.2016	0	0,00	33,50	33	33
25.04.2016	4	15,75	25.04.2016	0	0,00	15,75	16	16
26.04.2016	0	0,00	26.04.2016	0	0,00	0,00	26.04.2016	0
27.04.2016	0	0,00	27.04.2016	0	0,00	0,00	27.04.2016	0
28.04.2016	2	0,00	28.04.2016	0	0,00	0,00	28.04.2016	0
29.04.2016	0	0,00	29.04.2016	0	0,00	0,00	29.04.2016	0
30.04.2016	0	0,00	30.04.2016	0	0,00	0,00	2197	0
	159	61,48		77	46,59	108,07		2197

Indels for dag	Sidevisni	Innganger	Indels for dag	Sidevisni	Innganger	Indels for dag	Page views	Entrance	Total page entrance %
01.01.2016	0	0	01.01.2016	0	0	01.01.2016	0	0	0
02.01.2016	0	0	02.01.2016	0	0	02.01.2016	0	0	0
03.01.2016	0	0	03.01.2016	0	0	03.01.2016	0	0	0
04.01.2016	0	0	04.01.2016	0	0	04.01.2016	0	0	0
05.01.2016	0	0	05.01.2016	0	0	05.01.2016	0	0	0
06.01.2016	0	0	06.01.2016	0	0	06.01.2016	0	0	0
07.01.2016	0	0	07.01.2016	0	0	07.01.2016	0	0	0
08.01.2016	0	0	08.01.2016	0	0	08.01.2016	0	0	0
09.01.2016	0	0	09.01.2016	0	0	09.01.2016	0	0	0
10.01.2016	0	0	10.01.2016	0	0	10.01.2016	0	0	0
11.01.2016	0	0	11.01.2016	0	0	11.01.2016	0	0	0
12.01.2016	0	0	12.01.2016	0	0	12.01.2016	0	0	0
13.01.2016	0	0	13.01.2016	0	0	13.01.2016	0	0	0
14.01.2016	0	0	14.01.2016	0	0	14.01.2016	0	0	0
15.01.2016	0	0	15.01.2016	0	0	15.01.2016	0	0	0
16.01.2016	0	0	16.01.2016	0	0	16.01.2016	0	0	0
17.01.2016	0	0	17.01.2016	0	0	17.01.2016	0	0	0
18.01.2016	0	0	18.01.2016	0	0	18.01.2016	0	0	0
19.01.2016	0	0	19.01.2016	0	0	19.01.2016	0	0	0
20.01.2016	0	0	20.01.2016	0	0	20.01.2016	0	0	0
21.01.2016	0	0	21.01.2016	0	0	21.01.2016	0	0	0
22.01.2016	0	0	22.01.2016	0	0	22.01.2016	0	0	0
23.01.2016	0	0	23.01.2016	0	0	23.01.2016	0	0	0
24.01.2016	0	0	24.01.2016	0	0	24.01.2016	0	0	0
25.01.2016	0	0	25.01.2016	0	0	25.01.2016	0	0	0
26.01.2016	0	0	26.01.2016	0	0	26.01.2016	0	0	0
27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0	0	0

28.01.2016	0	0			28.01.2016	0	0	28.01.2016	0	0	0
29.01.2016	0	0			29.01.2016	0	0	29.01.2016	0	0	0
30.01.2016	0	0			30.01.2016	0	0	30.01.2016	0	0	0
31.01.2016	0	0			31.01.2016	0	0	31.01.2016	0	0	0
01.02.2016	0	0			01.02.2016	0	0	01.02.2016	0	0	0
02.02.2016	0	0			02.02.2016	0	0	02.02.2016	0	0	0
03.02.2016	0	0			03.02.2016	0	0	03.02.2016	0	0	0
04.02.2016	0	0			04.02.2016	39	2	04.02.2016	39	2	5%
05.02.2016	0	0			05.02.2016	4	0	05.02.2016	4	0	0
06.02.2016	0	0			06.02.2016	0	0	06.02.2016	0	0	0
07.02.2016	0	0			07.02.2016	6	0	07.02.2016	6	0	0
08.02.2016	0	0			08.02.2016	10	0	08.02.2016	10	0	0
09.02.2016	0	0			09.02.2016	0	0	09.02.2016	0	0	0
10.02.2016	0	0			10.02.2016	4	1	10.02.2016	4	1	25%
11.02.2016	0	0			11.02.2016	0	0	11.02.2016	0	0	0
12.02.2016	0	0			12.02.2016	4	1	12.02.2016	4	1	25%
13.02.2016	0	0			13.02.2016	0	0	13.02.2016	0	0	0
14.02.2016	0	0			14.02.2016	0	0	14.02.2016	0	0	0
15.02.2016	2	0			15.02.2016	0	0	15.02.2016	2	0	0
16.02.2016	2	0			16.02.2016	0	0	16.02.2016	2	0	0
17.02.2016	2	0			17.02.2016	0	0	17.02.2016	2	0	0
18.02.2016	0	0			18.02.2016	0	0	18.02.2016	0	0	0
19.02.2016	43	11			19.02.2016	2	0	19.02.2016	45	11	0
20.02.2016	12	6			20.02.2016	0	0	20.02.2016	12	6	50%
21.02.2016	2	1			21.02.2016	0	0	21.02.2016	2	1	50%
22.02.2016	12	1			22.02.2016	6	0	22.02.2016	18	1	6%

23.02.2016	2	0			23.02.2016	0	0	23.02.2016	2	0	0
24.02.2016	0	0			24.02.2016	0	0	24.02.2016	0	0	0
25.02.2016	0	0			25.02.2016	0	0	25.02.2016	0	0	0
26.02.2016	0	0			26.02.2016	0	0	26.02.2016	0	0	0
27.02.2016	2	1			27.02.2016	2	1	27.02.2016	4	2	50%
28.02.2016	4	1			28.02.2016	0	0	28.02.2016	4	1	25%
29.02.2016	0	0			29.02.2016	0	0	29.02.2016	0	0	0
01.03.2016	2	1			01.03.2016	0	0	01.03.2016	2	1	50%
02.03.2016	2	0			02.03.2016	0	0	02.03.2016	2	0	0
03.03.2016	0	0			03.03.2016	0	0	03.03.2016	0	0	0
04.03.2016	0	0			04.03.2016	0	0	04.03.2016	0	0	0
05.03.2016	0	0			05.03.2016	0	0	05.03.2016	0	0	0
06.03.2016	0	0			06.03.2016	0	0	06.03.2016	0	0	0
07.03.2016	0	0			07.03.2016	0	0	07.03.2016	0	0	0
08.03.2016	4	2			08.03.2016	0	0	08.03.2016	4	2	50%
09.03.2016	0	0			09.03.2016	0	0	09.03.2016	0	0	0
10.03.2016	0	0			10.03.2016	0	0	10.03.2016	0	0	0
11.03.2016	0	0			11.03.2016	0	0	11.03.2016	0	0	0
12.03.2016	0	0			12.03.2016	0	0	12.03.2016	0	0	0
13.03.2016	0	0			13.03.2016	0	0	13.03.2016	0	0	0
14.03.2016	0	0			14.03.2016	0	0	14.03.2016	0	0	0
15.03.2016	0	0			15.03.2016	0	0	15.03.2016	0	0	0
16.03.2016	2	0			16.03.2016	0	0	16.03.2016	2	0	0
17.03.2016	2	0			17.03.2016	0	0	17.03.2016	2	0	0
18.03.2016	0	0			18.03.2016	0	0	18.03.2016	0	0	0
19.03.2016	4	0			19.03.2016	0	0	19.03.2016	4	0	0
20.03.2016	0	0			20.03.2016	0	0	20.03.2016	0	0	0
21.03.2016	2	1			21.03.2016	0	0	21.03.2016	2	1	50%
22.03.2016	2	1			22.03.2016	0	0	22.03.2016	2	1	50%

23.03.2016	0	0			23.03.2016	0	0	23.03.2016	0	0	0
24.03.2016	0	0			24.03.2016	0	0	24.03.2016	0	0	0
25.03.2016	2	0			25.03.2016	0	0	25.03.2016	2	0	0
26.03.2016	0	0			26.03.2016	0	0	26.03.2016	0	0	0
27.03.2016	0	0			27.03.2016	0	0	27.03.2016	0	0	0
28.03.2016	0	0			28.03.2016	0	0	28.03.2016	0	0	0
29.03.2016	0	0			29.03.2016	0	0	29.03.2016	0	0	0
30.03.2016	2	1			30.03.2016	0	0	30.03.2016	2	1	50%
31.03.2016	2	0			31.03.2016	0	0	31.03.2016	2	0	0
01.04.2016	4	0			01.04.2016	0	0	01.04.2016	4	0	0
02.04.2016	4	1			02.04.2016	0	0	02.04.2016	4	1	25%
03.04.2016	2	0			03.04.2016	0	0	03.04.2016	2	0	0
04.04.2016	0	0			04.04.2016	0	0	04.04.2016	0	0	0
05.04.2016	0	0			05.04.2016	0	0	05.04.2016	0	0	0
06.04.2016	6	1			06.04.2016	0	0	06.04.2016	6	1	17%
07.04.2016	2	0			07.04.2016	0	0	07.04.2016	2	0	0
08.04.2016	0	0			08.04.2016	0	0	08.04.2016	0	0	0
09.04.2016	0	0			09.04.2016	0	0	09.04.2016	0	0	0
10.04.2016	0	0			10.04.2016	0	0	10.04.2016	0	0	0
11.04.2016	0	0			11.04.2016	0	0	11.04.2016	0	0	0
12.04.2016	0	0			12.04.2016	0	0	12.04.2016	0	0	0
13.04.2016	0	0			13.04.2016	0	0	13.04.2016	0	0	0
14.04.2016	8	0			14.04.2016	0	0	14.04.2016	8	0	0
15.04.2016	0	0			15.04.2016	0	0	15.04.2016	0	0	0
16.04.2016	0	0			16.04.2016	0	0	16.04.2016	0	0	0
17.04.2016	4	1			17.04.2016	0	0	17.04.2016	4	1	25%
18.04.2016	0	0			18.04.2016	0	0	18.04.2016	0	0	0
19.04.2016	0	0			19.04.2016	0	0	19.04.2016	0	0	0
20.04.2016	4	0			20.04.2016	0	0	20.04.2016	4	0	0
21.04.2016	6	0			21.04.2016	0	0	21.04.2016	6	0	0
22.04.2016	2	0			22.04.2016	0	0	22.04.2016	2	0	0
23.04.2016	0	0			23.04.2016	0	0	23.04.2016	0	0	0
24.04.2016	2	0			24.04.2016	0	0	24.04.2016	2	0	0
25.04.2016	4	1			25.04.2016	0	0	25.04.2016	4	1	25%
26.04.2016	0	0			26.04.2016	0	0	26.04.2016	0	0	0
27.04.2016	0	0			27.04.2016	0	0	27.04.2016	0	0	0
28.04.2016	2	1			28.04.2016	0	0	28.04.2016	2	1	50%
29.04.2016	0	0			29.04.2016	0	0	29.04.2016	0	0	0
30.04.2016	0	0			30.04.2016	0	0	30.04.2016	0	0	0
									236	26	

Blog post 6 Page view & Time spent

Indeks for dag	Sidevisni	Unike sidevisninger	Indeks for dag	Sidevisni	Unike sidevisninger	Indeks for dag	Sidevisni	Unike sidevisninger	Index for date	TOTAL Page views
01.01.2016	0	0	01.01.2016	0	0	01.01.2016	0	0	01.01.2016	0
02.01.2016	0	0	02.01.2016	0	0	02.01.2016	0	0	02.01.2016	0
03.01.2016	0	0	03.01.2016	0	0	03.01.2016	0	0	03.01.2016	0
04.01.2016	0	0	04.01.2016	0	0	04.01.2016	0	0	04.01.2016	0
05.01.2016	0	0	05.01.2016	0	0	05.01.2016	0	0	05.01.2016	0
06.01.2016	0	0	06.01.2016	0	0	06.01.2016	0	0	06.01.2016	0
07.01.2016	0	0	07.01.2016	0	0	07.01.2016	0	0	07.01.2016	0
08.01.2016	0	0	08.01.2016	0	0	08.01.2016	0	0	08.01.2016	0
09.01.2016	0	0	09.01.2016	0	0	09.01.2016	0	0	09.01.2016	0
10.01.2016	0	0	10.01.2016	0	0	10.01.2016	0	0	10.01.2016	0
11.01.2016	0	0	11.01.2016	0	0	11.01.2016	0	0	11.01.2016	0
12.01.2016	0	0	12.01.2016	0	0	12.01.2016	0	0	12.01.2016	0
13.01.2016	0	0	13.01.2016	0	0	13.01.2016	0	0	13.01.2016	0
14.01.2016	0	0	14.01.2016	0	0	14.01.2016	0	0	14.01.2016	0
15.01.2016	0	0	15.01.2016	0	0	15.01.2016	0	0	15.01.2016	0
16.01.2016	0	0	16.01.2016	0	0	16.01.2016	0	0	16.01.2016	0
17.01.2016	0	0	17.01.2016	0	0	17.01.2016	0	0	17.01.2016	0
18.01.2016	0	0	18.01.2016	0	0	18.01.2016	0	0	18.01.2016	0
19.01.2016	0	0	19.01.2016	0	0	19.01.2016	0	0	19.01.2016	0
20.01.2016	0	0	20.01.2016	0	0	20.01.2016	0	0	20.01.2016	0
21.01.2016	0	0	21.01.2016	0	0	21.01.2016	0	0	21.01.2016	0
22.01.2016	0	0	22.01.2016	0	0	22.01.2016	0	0	22.01.2016	0
23.01.2016	0	0	23.01.2016	0	0	23.01.2016	0	0	23.01.2016	0
24.01.2016	0	0	24.01.2016	0	0	24.01.2016	0	0	24.01.2016	0

24.01.2016	0	0	24.01.2016	0	0	24.01.2016	0	0	24.01.2016	0
25.01.2016	0	0	25.01.2016	0	0	25.01.2016	0	0	25.01.2016	0
26.01.2016	0	0	26.01.2016	0	0	26.01.2016	0	0	26.01.2016	0
27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0	0	27.01.2016	0
28.01.2016	0	0	28.01.2016	0	0	28.01.2016	0	0	28.01.2016	0
29.01.2016	0	0	29.01.2016	0	0	29.01.2016	0	0	29.01.2016	0
30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0	0	30.01.2016	0
31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0	0	31.01.2016	0
01.02.2016	0	0	01.02.2016	0	0	01.02.2016	0	0	01.02.2016	0
02.02.2016	0	0	02.02.2016	14	5	02.02.2016	0	0	02.02.2016	14
03.02.2016	0	0	03.02.2016	7	6	03.02.2016	0	0	03.02.2016	7
04.02.2016	0	0	04.02.2016	6	2	04.02.2016	5	2	04.02.2016	11
05.02.2016	0	0	05.02.2016	0	0	05.02.2016	2	1	05.02.2016	2
06.02.2016	0	0	06.02.2016	0	0	06.02.2016	0	0	06.02.2016	0
07.02.2016	0	0	07.02.2016	0	0	07.02.2016	2	1	07.02.2016	2
08.02.2016	0	0	08.02.2016	0	0	08.02.2016	2	1	08.02.2016	2
09.02.2016	0	0	09.02.2016	0	0	09.02.2016	0	0	09.02.2016	0
10.02.2016	0	0	10.02.2016	0	0	10.02.2016	2	1	10.02.2016	2
11.02.2016	0	0	11.02.2016	0	0	11.02.2016	0	0	11.02.2016	0
12.02.2016	0	0	12.02.2016	0	0	12.02.2016	0	0	12.02.2016	0
13.02.2016	0	0	13.02.2016	0	0	13.02.2016	2	1	13.02.2016	2
14.02.2016	0	0	14.02.2016	2	1	14.02.2016	2	1	14.02.2016	4
15.02.2016	0	0	15.02.2016	0	0	15.02.2016	2	1	15.02.2016	2
16.02.2016	42	22	16.02.2016	0	0	16.02.2016	0	0	16.02.2016	42
17.02.2016	6	3	17.02.2016	0	0	17.02.2016	0	0	17.02.2016	6
18.02.2016	2	1	18.02.2016	0	0	18.02.2016	0	0	18.02.2016	2
19.02.2016	6	3	19.02.2016	0	0	19.02.2016	0	0	19.02.2016	6
20.02.2016	2	1	20.02.2016	0	0	20.02.2016	0	0	20.02.2016	2
21.02.2016	0	0	21.02.2016	0	0	21.02.2016	0	0	21.02.2016	0
22.02.2016	4	2	22.02.2016	0	0	22.02.2016	0	0	22.02.2016	4
23.02.2016	0	0	23.02.2016	0	0	23.02.2016	0	0	23.02.2016	0
24.02.2016	0	0	24.02.2016	0	0	24.02.2016	0	0	24.02.2016	0
25.02.2016	2	2	25.02.2016	0	0	25.02.2016	0	0	25.02.2016	2
26.02.2016	2	1	26.02.2016	0	0	26.02.2016	0	0	26.02.2016	2
27.02.2016	0	0	27.02.2016	0	0	27.02.2016	0	0	27.02.2016	0
28.02.2016	0	0	28.02.2016	0	0	28.02.2016	0	0	28.02.2016	0
29.02.2016	8	2	29.02.2016	0	0	29.02.2016	0	0	29.02.2016	8
01.03.2016	6	2	01.03.2016	0	0	01.03.2016	0	0	01.03.2016	6
02.03.2016	2	1	02.03.2016	0	0	02.03.2016	0	0	02.03.2016	2
03.03.2016	0	0	03.03.2016	0	0	03.03.2016	0	0	03.03.2016	0
04.03.2016	0	0	04.03.2016	0	0	04.03.2016	0	0	04.03.2016	0
05.03.2016	2	1	05.03.2016	0	0	05.03.2016	0	0	05.03.2016	2
06.03.2016	4	2	06.03.2016	0	0	06.03.2016	0	0	06.03.2016	4
07.03.2016	2	2	07.03.2016	0	0	07.03.2016	0	0	07.03.2016	2
08.03.2016	2	1	08.03.2016	0	0	08.03.2016	0	0	08.03.2016	2
09.03.2016	6	2	09.03.2016	0	0	09.03.2016	0	0	09.03.2016	6
10.03.2016	2	1	10.03.2016	0	0	10.03.2016	0	0	10.03.2016	2
11.03.2016	2	1	11.03.2016	0	0	11.03.2016	0	0	11.03.2016	2
12.03.2016	4	2	12.03.2016	0	0	12.03.2016	0	0	12.03.2016	4
13.03.2016	0	0	13.03.2016	0	0	13.03.2016	0	0	13.03.2016	0
14.03.2016	2	1	14.03.2016	0	0	14.03.2016	0	0	14.03.2016	2
15.03.2016	4	2	15.03.2016	0	0	15.03.2016	0	0	15.03.2016	4
16.03.2016	0	0	16.03.2016	0	0	16.03.2016	0	0	16.03.2016	0
17.03.2016	2	1	17.03.2016	0	0	17.03.2016	0	0	17.03.2016	2
18.03.2016	0	0	18.03.2016	0	0	18.03.2016	0	0	18.03.2016	0
19.03.2016	0	0	19.03.2016	0	0	19.03.2016	0	0	19.03.2016	0
20.03.2016	0	0	20.03.2016	0	0	20.03.2016	0	0	20.03.2016	0
21.03.2016	0	0	21.03.2016	0	0	21.03.2016	0	0	21.03.2016	0
22.03.2016	0	0	22.03.2016	0	0	22.03.2016	0	0	22.03.2016	0
23.03.2016	2	1	23.03.2016	0	0	23.03.2016	0	0	23.03.2016	2
24.03.2016	0	0	24.03.2016	0	0	24.03.2016	0	0	24.03.2016	0
25.03.2016	0	0	25.03.2016	0	0	25.03.2016	0	0	25.03.2016	0
26.03.2016	4	2	26.03.2016	0	0	26.03.2016	0	0	26.03.2016	4
27.03.2016	0	0	27.03.2016	0	0	27.03.2016	0	0	27.03.2016	0
28.03.2016	0	0	28.03.2016	0	0	28.03.2016	0	0	28.03.2016	0
29.03.2016	0	0	29.03.2016	0	0	29.03.2016	0	0	29.03.2016	0
30.03.2016	0	0	30.03.2016	0	0	30.03.2016	0	0	30.03.2016	0
31.03.2016	0	0	31.03.2016	0	0	31.03.2016	0	0	31.03.2016	0
01.04.2016	4	3	01.04.2016	0	0	01.04.2016	0	0	01.04.2016	4
02.04.2016	2	1	02.04.2016	0	0	02.04.2016	0	0	02.04.2016	2
03.04.2016	2	1	03.04.2016	0	0	03.04.2016	0	0	03.04.2016	2
04.04.2016	0	0	04.04.2016	0	0	04.04.2016	0	0	04.04.2016	0

09.03.2016	6	4,80		09.03.2016	0	0,00		09.03.2016	0	0,00		4,80	5	09.03.2016	5											
10.03.2016	2	0,00		10.03.2016	0	0,00		10.03.2016	0	0,00		0,00		10.03.2016	0											
11.03.2016	2	0,00		11.03.2016	0	0,00		11.03.2016	0	0,00		0,00		11.03.2016	0											
12.03.2016	4	0,50		12.03.2016	0	0,00		12.03.2016	0	0,00		0,50	1	12.03.2016	1											
13.03.2016	0	0,00		13.03.2016	0	0,00		13.03.2016	0	0,00		0,00		13.03.2016	0											
14.03.2016	2	29,00		14.03.2016	0	0,00		14.03.2016	0	0,00		29,00	23	14.03.2016	23											
15.03.2016	4	24,67		15.03.2016	0	0,00		15.03.2016	0	0,00		24,67	25	15.03.2016	25											
16.03.2016	0	0,00		16.03.2016	0	0,00		16.03.2016	0	0,00		0,00		16.03.2016	0											
17.03.2016	2	76,00		17.03.2016	0	0,00		17.03.2016	0	0,00		76,00	76	17.03.2016	76											
18.03.2016	0	0,00		18.03.2016	0	0,00		18.03.2016	0	0,00		0,00		18.03.2016	0											
19.03.2016	0	0,00		19.03.2016	0	0,00		19.03.2016	0	0,00		0,00		19.03.2016	0											
20.03.2016	0	0,00		20.03.2016	0	0,00		20.03.2016	0	0,00		0,00		20.03.2016	0											
21.03.2016	0	0,00		21.03.2016	0	0,00		21.03.2016	0	0,00		0,00		21.03.2016	0											
22.03.2016	0	0,00		22.03.2016	0	0,00		22.03.2016	0	0,00		0,00		22.03.2016	0											
23.03.2016	2	0,00		23.03.2016	0	0,00		23.03.2016	0	0,00		0,00		23.03.2016	0											
24.03.2016	0	0,00		24.03.2016	0	0,00		24.03.2016	0	0,00		0,00		24.03.2016	0											
25.03.2016	0	0,00		25.03.2016	0	0,00		25.03.2016	0	0,00		0,00		25.03.2016	0											
26.03.2016	4	0,00		26.03.2016	0	0,00		26.03.2016	0	0,00		0,00		26.03.2016	0											
27.03.2016	0	0,00		27.03.2016	0	0,00		27.03.2016	0	0,00		0,00		27.03.2016	0											
28.03.2016	0	0,00		28.03.2016	0	0,00		28.03.2016	0	0,00		0,00		28.03.2016	0											
29.03.2016	0	0,00		29.03.2016	0	0,00		29.03.2016	0	0,00		0,00		29.03.2016	0											
30.03.2016	0	0,00		30.03.2016	0	0,00		30.03.2016	0	0,00		0,00		30.03.2016	0											
31.03.2016	0	0,00		31.03.2016	0	0,00		31.03.2016	0	0,00		0,00		31.03.2016	0											
01.04.2016	4	181,33		01.04.2016	0	0,00		01.04.2016	0	0,00		181,33	181	01.04.2016	181											
02.04.2016	2	0,00		02.04.2016	0	0,00		02.04.2016	0	0,00		0,00		02.04.2016	0											
03.04.2016	2	0,00		03.04.2016	0	0,00		03.04.2016	0	0,00		0,00		03.04.2016	0											
04.04.2016	0	0,00		04.04.2016	0	0,00		04.04.2016	0	0,00		0,00		04.04.2016	0											
05.04.2016	0	0,00		05.04.2016	0	0,00		05.04.2016	0	0,00		0,00		05.04.2016	0											
06.04.2016	4	0,50		06.04.2016	0	0,00		06.04.2016	0	0,00		0,50	1	06.04.2016	1											
07.04.2016	0	0,00		07.04.2016	0	0,00		07.04.2016	0	0,00		0,00		07.04.2016	0											
08.04.2016	4	23,33		08.04.2016	0	0,00		08.04.2016	0	0,00		23,33	23	08.04.2016	23											
09.04.2016	0	0,00		09.04.2016	0	0,00		09.04.2016	0	0,00		0,00		09.04.2016	0											
10.04.2016	0	0,00		10.04.2016	0	0,00		10.04.2016	0	0,00		0,00		10.04.2016	0											
11.04.2016	0	0,00		11.04.2016	0	0,00		11.04.2016	0	0,00		0,00		11.04.2016	0											
												150	45,17			29	29,52			19	17,88		92,56	1332		1332
12.04.2016	0	0,00		12.04.2016	0	0,00		12.04.2016	0	0,00		0,00		12.04.2016	0											
13.04.2016	0	0,00		13.04.2016	0	0,00		13.04.2016	0	0,00		0,00		13.04.2016	0											
14.04.2016	4	46,50		14.04.2016	0	0,00		14.04.2016	0	0,00		46,50	47	14.04.2016	47											
15.04.2016	2	226,00		15.04.2016	0	0,00		15.04.2016	0	0,00		226,00	226	15.04.2016	226											
16.04.2016	0	0,00		16.04.2016	0	0,00		16.04.2016	0	0,00		0,00		16.04.2016	0											
17.04.2016	0	0,00		17.04.2016	0	0,00		17.04.2016	0	0,00		0,00		17.04.2016	0											
18.04.2016	0	0,00		18.04.2016	0	0,00		18.04.2016	0	0,00		0,00		18.04.2016	0											
19.04.2016	0	0,00		19.04.2016	0	0,00		19.04.2016	0	0,00		0,00		19.04.2016	0											
20.04.2016	0	0,00		20.04.2016	0	0,00		20.04.2016	0	0,00		0,00		20.04.2016	0											
21.04.2016	0	0,00		21.04.2016	0	0,00		21.04.2016	0	0,00		0,00		21.04.2016	0											
22.04.2016	2	0,00		22.04.2016	0	0,00		22.04.2016	0	0,00		0,00		22.04.2016	0											
23.04.2016	0	0,00		23.04.2016	0	0,00		23.04.2016	0	0,00		0,00		23.04.2016	0											
24.04.2016	0	0,00		24.04.2016	0	0,00		24.04.2016	0	0,00		0,00		24.04.2016	0											
25.04.2016	0	0,00		25.04.2016	0	0,00		25.04.2016	0	0,00		0,00		25.04.2016	0											
26.04.2016	2	11,00		26.04.2016	0	0,00		26.04.2016	0	0,00		11,00	11	26.04.2016	11											
27.04.2016	2	0,00		27.04.2016	0	0,00		27.04.2016	0	0,00		0,00		27.04.2016	0											
28.04.2016	2	0,00		28.04.2016	0	0,00		28.04.2016	0	0,00		0,00		28.04.2016	0											
29.04.2016	0	0,00		29.04.2016	0	0,00		29.04.2016	0	0,00		0,00		29.04.2016	0											
30.04.2016	0	0,00		30.04.2016	0	0,00		30.04.2016	0	0,00		0,00		30.04.2016	0											

Appendix D. Time series on entrances and bounce rates

