

UNIQUE USERS  
**85,909**  
3,123 Daily Average

USER SESSIONS  
**106,527**  
24% Second-Visit Rate

SITEWIDE PAGEVIEWS  
**316,690**  
11,554 Daily Average

REGISTERED USERS  
**342,331**  
Total User Accounts

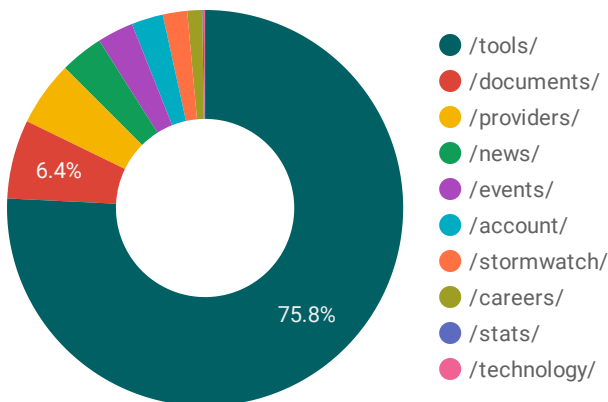
REGISTRATIONS  
**406**  
13 New Accounts Daily

NEWSLETTER DISTRIBUTION  
**217,538**  
Total Publication Subscribers

DOCUMENT DOWNLOADS  
**2,353**  
76 Claims Documents Daily

DEPRECIATION CALC  
**32,986**  
1,065 Calculations Daily

**MOST COMMONLY ACCESSED TOOLS AND RESOURCES**



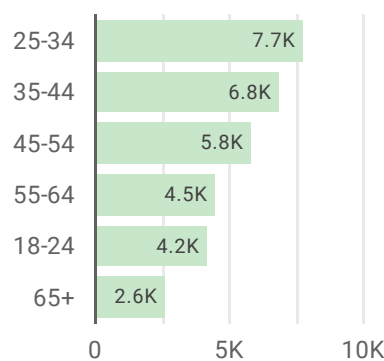
**MOST COMMONLY ACCESSED PROVIDER CATEGORIES**

/adjusters/	13.24%
/roofing-contractors/	6.20%
/attorneys-law-firms/	6.14%
/automobile-wheel-tire-repair-replacement/	6.10%
/painting-contractors/	3.25%
/expert-witness-forensic-engineers/	3.07%
/contractors-general/	2.41%
/expert-witness-engineers/	2.22%
/expert-witness-construction/	2.06%
/tree-services/	1.70%
/medical-equipment-supplies/	1.50%
/appraisers-heavy-equipment/	1.50%

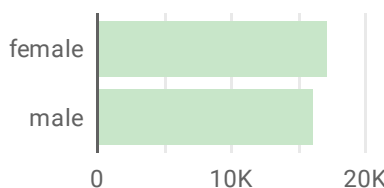
**TOP STATES BY UNIQUE USERS**

Texas	7,025
Illinois	4,147
Florida	4,078
Georgia	3,908
Virginia	3,254
California	3,240
New York	2,578
North Caroli...	2,501
Pennsylvania	2,164
Ohio	2,032
Tennessee	1,912
Indiana	1,814

**USER AGE DEMOGRAPHICS**



**USER GENDER DEMOGRAPHICS**



**CLAIMS PAGES SEARCH PERFORMANCE**

INDEXED PAGES  
**624,998**

CORE WEB VITALS  
**96.1%**

GOOGLE IMPRESSIONS  
**5,349,554**

GOOGLE SEARCH CLICKS  
**61,483**

**NATIONAL BEST PROS NETWORK**

PAGEVIEWS  
**3,932**

UNIQUE USERS  
**2,680**

GOOGLE IMPRESSIONS  
**480,730**

GOOGLE SEARCH CLICKS  
**1,459**

**LOCAL BEST PROS NETWORK**

PAGEVIEWS  
**680**

UNIQUE USERS  
**602**

GOOGLE IMPRESSIONS  
**19,433**

GOOGLE SEARCH CLICKS  
**41**

**USER TYPES**

New Visitor	82.48%
Returning Visitor	17.52%

**TOP REFERRAL SOURCES**

google / organic	41.15%
(direct) / (none)	40.46%
bing / organic	10.81%
yahoo / organic	2.89%
duckduckgo / organic	2.43%
linkedin.com / referral	0.89%
search.aol.com / referral	0.22%