

## Wheelchair.ca Stats January 2012 to January 2013

	Page Loads	Unique Visits	First Time Visits	Returning Visits	
Total	225163	100821	95383	5438	
Average	17320	7755	7337	418	
Month	Page Loads	Unique Visits	First Time Visits	Returning Visits	
Jan 2013	7844	3310	3184	126	27 days
Dec 2012	8562	4133	3944	189	
Nov 2012	8702	4124	3886	238	
Oct 2012	8865	4022	3772	250	Google Algorithm Change*
Sep 2012	20631	9322	8875	447	
Aug 2012	19776	8801	8299	502	
Jul 2012	20168	8842	8316	526	
Jun 2012	21208	9679	9164	515	
May 2012	24571	10904	10321	583	
Apr 2012	24131	10720	10120	600	
Mar 2012	24658	10782	10218	564	
Feb 2012	17513	7956	7512	444	
Jan 2012	18534	8226	7772	454	

The end of September 2012 Google changed its ranking algorithm to lower the ranking of web sites that have keywords in their domain name. In spite of the fact that this was intended to penalize low quality sites there were many sites, like wheelchair.ca, that got caught in the crossfire. As one can see it had a severe effect on our traffic levels.

Because of this change to Google I changed Wheelchair.ca's domain name to MobilityBasics.ca on January 28<sup>th</sup> of 2013.