



Mushroominfo.com and Mushroomcouncil.org Web site Usage Report April 2008

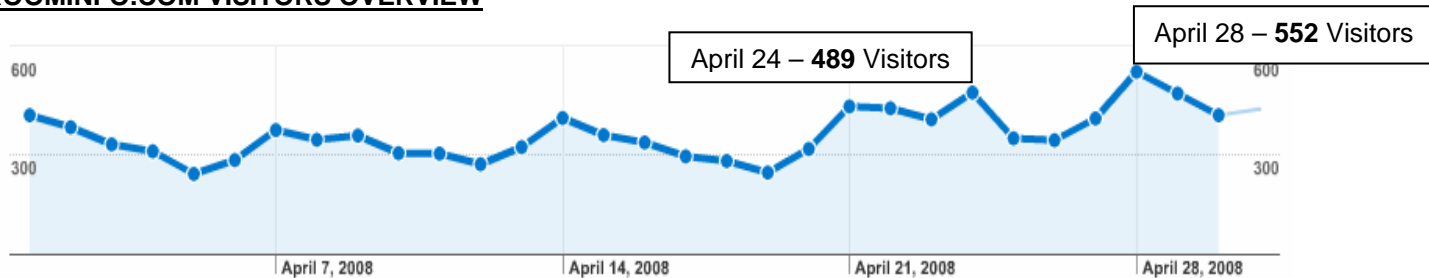
APRIL HIGHLIGHTS

Mushroominfo.com had a 9 percent increase and mushroomcouncil.org had a 1 percent decrease of visitors in the month of April.

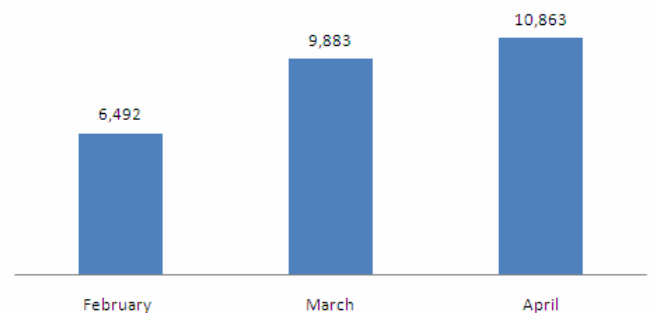
There were two specific spikes in traffic on mushroominfo.com, one on April 24 and one on April 28, which we attribute to proactive media outreach.

- The April 24 spike could potentially be related to the four Mushroom Council placements that ran the day before, including *Arkansas Democrat Gazette*, *The Sun News*, *Akron Beacon Journal*, and *Winona Daily News*. In addition, there were three Mushroom Council placements, including *Post & Courier*, *Northwest Herald*, and *arcamax.com*, that ran the day of the traffic increase on April 24.
- The April 28 spike could have been caused by the *Atlanta Journal Constitution* article, "Food: Seven-Day menu planner" which was featured in the paper and online the day before the increased traffic. The next day, there were three more Mushroom Council placements that ran, including the *Commercial Appeal*, *The St. Louis Post Courier*, and *reallygoodquotes.com* (blog).

MUSHROOMINFO.COM VISITORS OVERVIEW



Visitors to Mushroominfo.com



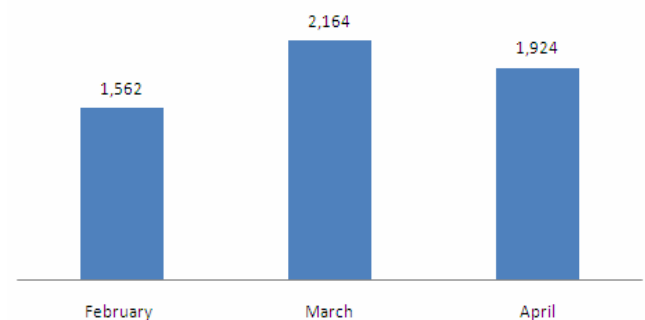
APRIL SNAPSHOT

- Mushroominfo.com hosted **10,863 visitors** in April
- Mushroomcouncil.org hosted **1,924 visitors** in April

CUMULATIVE SUMMARY

- Basic stats for mushroominfo.com:
 - Total unique visitors: **10,129**
 - Average visits per day: **362.1**
 - Average time spent on site: **1 minutes, 54 seconds**
 - Average page views: **3.07** pages
- Basic stats for mushroomcouncil.org:
 - Total unique visitors: **1,607**
 - Average visits per day: **64.13**
 - Average time spent on site: **2 minutes**
 - Average page views: **2.46** pages

Visitors to Mushroomcouncil.org





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HOW VISITORS FOUND MUSHROOMINFO.COM IN APRIL

- Traffic to mushroominfo.com came from the following primary sources:
 - Search engines: **69.79 percent** of traffic
 - The main search engines driving traffic to mushroominfo.com were:
 - google.com: **5,762** referrals, or **53.04 percent** of traffic
 - yahoo.com: **923** referrals, or **8.5 percent** of traffic
 - msn.com: **247** referrals, or **2.27 percent** of traffic
 - The most common search terms leading visitors to mushroominfo.com were:
 - mushrooms or mushroom: **5,498** referrals, or **72.52 percent** of traffic
 - mushroom council: **130** referrals, or **1.71 percent** of traffic
 - Mushroom Council: **107** referrals, or **1.41 percent** of traffic
 - Links from external pages: **19.55 percent** of traffic
 - The top sites linking to mushroominfo.com were:
 - mushroomrecipes.com: **195** referrals, or **1.8 percent** of traffic
 - gardenguides.com: **117** referrals, or **1.08 percent** of traffic
 - forestmushrooms.com: **109** referrals, or **1 percent** of traffic
 - Manually typed-in address: **10.66 percent** of traffic

HOW VISITORS FOUND MUSHROOMCOUNCIL.ORG IN APRIL

- Traffic to mushroomcouncil.org came from the following primary sources:
 - Links from external pages: **61.43 percent** of traffic
 - The top sites linking to mushroomcouncil.org were:
 - mushroomcouncil.com: **574** referrals, or **29.83 percent** of traffic
 - mushroominfo.com: **154** referrals, or **8 percent** of traffic
 - mushrooms.com: **103** referrals, or **5.35 percent** of traffic
 - Search engines: **19.28 percent** of traffic
 - The main search engines driving traffic to mushroomcouncil.org were:
 - google.com: **259** referrals, or **13.46 percent** of traffic
 - wikipedia.com: **84** referrals, or **4.37 percent** of traffic
 - yahoo.com: **68** referrals, or **3.53 percent** of traffic
 - The most common search terms leading visitors to mushroomcouncil.org were:
 - Mushroom Council: **58** referrals, or **15.63 percent** of traffic
 - mushrooms: **25** referrals, or **6.74 percent** of traffic
 - mushroom nutrition: **19** referrals, or **5.12 percent** of traffic
 - Manually typed-in address: **19.28 percent** of traffic



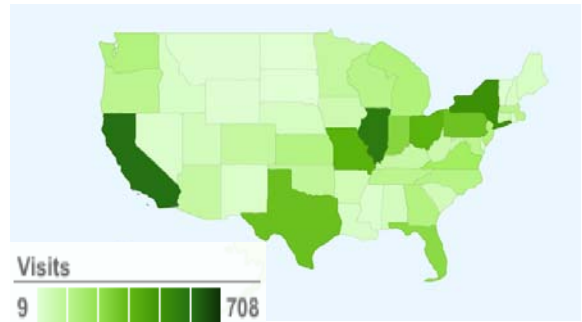
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MUSHROOMINFO.COM GEOGRAPHICAL DISTRIBUTION

The map displays visitors in April by geographical area

- Top states in April were:
 - California: **6.52** percent
 - Illinois: **6.16** percent
 - New York: **5.30** percent
 - Missouri: **4.11** percent
 - Ohio: **4.05** percent

Visitors to Mushroominfo.com

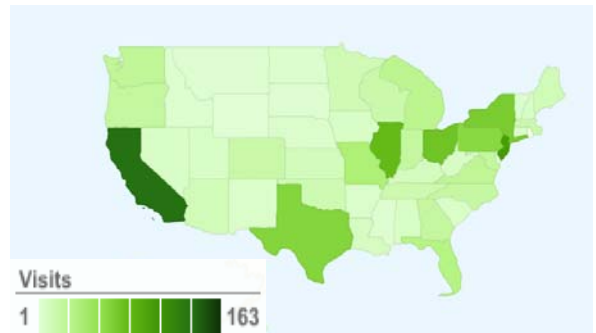


MUSHROOMCOUNCIL.ORG GEOGRAPHICAL DISTRIBUTION

The map displays visitors in April by geographical area

- Top states in April were:
 - California: **8.47** percent
 - New Jersey: **6.24** percent
 - Illinois: **4.99** percent
 - Ohio: **4.57** percent
 - New York: **4.26** percent

Visitors to Mushroomcouncil.org

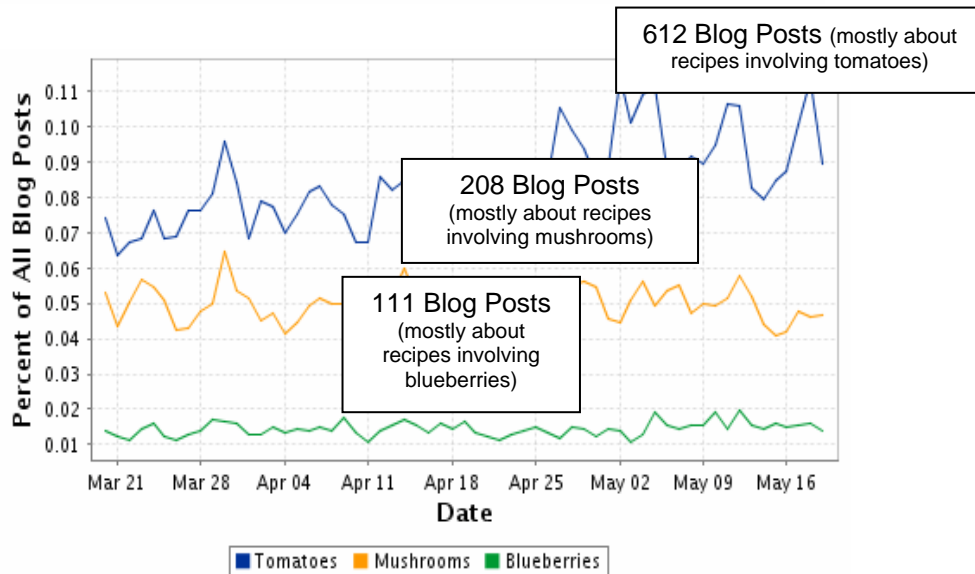
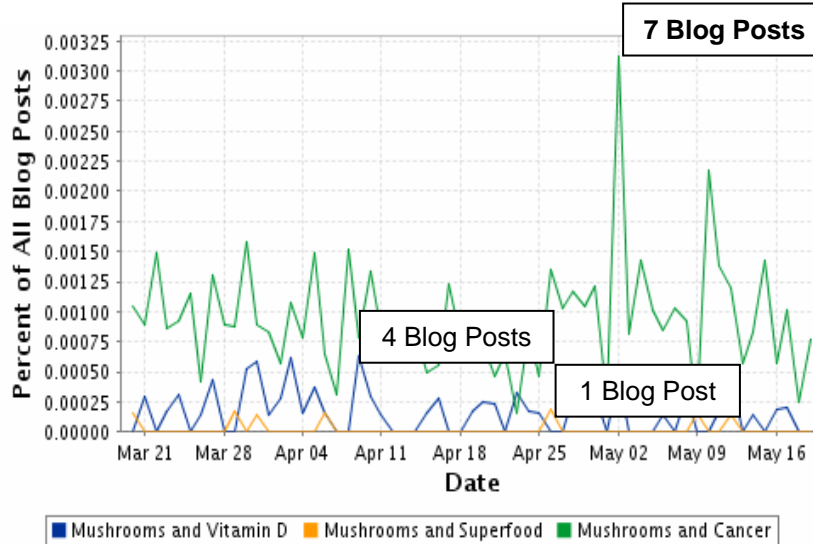




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BLOGGING CONVERSATIONS

Below is a snapshot of mushrooms in bloggers' conversations during the month of April. While we are not conducting direct blogger outreach, we think it's valuable to monitor the chatter and trends happening in the blogosphere. Again, this is our first step in monitoring conversations so we welcome your suggestions.



Blogging Quote about Mushrooms and Vitamin D:

“In fact, I wouldn’t have thought mushrooms would be chock full of vitamin D if exposed to sunlight - just set them out in the sun, even after they’ve been picked, gill-side up and you can get a whole bunch of vitamin D.”

– *Journal of Healthy Living, April 9, 2008*



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Blogging Quote about Mushrooms and Superfoods:

"Garlic, onions, shiitake and maitake mushrooms are fabulous health protectors, so using them in your cooking is a good idea." (Listed fourth on a superfood blog list)

– *ParentsBN, April 29, 2008*

Blogging Quote about Mushrooms and Cancer:

"White, tan, and brown fruits and vegetables contain varying amounts of phytochemicals of interest to scientists. These include allicin, found in the garlic and onion family. The mineral selenium, found in mushrooms, is also the subject of research. Including WHITE in your low-fat diet helps maintain – Heart health, cholesterol levels that are already healthy, and lower risk of some cancers."

– *Health for You and Your Pets, April 1, 2008*

MYRECIPES.COM ADVERTISING - APRIL

Contract: We paid \$3,000, which guarantees a total of 275,000 impressions (68,750 per each of the 4 banners) on recipe search pages from March – June. The cost per thousand is \$11.

In April, the banners ads received **90,461** impressions total (**131** percent more impressions than contracted) and **67** click-throughs

- Vitamin D banner – **23,306** impressions; **8** click-throughs
- Inspiration banner – **22,249** impressions; **20** clicks-throughs
- Treasure Health banner – **22,450** impressions; **16** clicks-throughs
- Dinner Success banner – **22,456** impressions; **23** clicks-throughs
- **20 percent** search increase for mushroom recipes on MyRecipes.com

EGULLET.COM ADVERTISING - APRIL

Contract: We paid \$12,000 for the entire year and are receiving approximately 250,000 impressions each month. The cost per thousand is \$4.

In April, the banners ads received **342,857** impressions total (**137** percent more impressions than contracted) and **226** click-throughs

- How to Sauté banner – **103,673** impressions; **102** click-throughs
- Umami banner – **104,105** impressions; **46** click-throughs
- Vitamin D banner – **67,575** impressions; **38** click-throughs
- Inspiration banner – **67,504** impressions; **34** clicks-throughs

*Note: the vitamin D and inspiration banners were added to eGullet.com the second week of April, so the results are not representative of a full month. In May, all four banners should have more similar impressions and clicks.