

Optimal Health Today offers a truly unique method of reaching a highly-affluent, tech-savvy, health conscious consumer. The multi-disciplined approach to personal growth and development attracts a broad diversity of individuals highly motivated to affect personal health and lifestyle changes. Optimal Health Today is perfect for promoting your service for entrepreneurs or any other company looking for a unique and effective way to gain repeated exposure to these highly motivated individuals.

**Sponsorship of an interview includes:**

- product or service mention by interview host at beginning and end of interview
- your company logo and hotlink on SmallBusinessPodcast.com home page
- text hotlink in "presented by" area of interview display block
- text hotlink in podcast RSS feed
- your company logo in podcast RSS feed
- your logo displayed in iTunes as show is being played
- your company logo & text hotlink in weekly email newsletter
- your company logo hotlink in Windows Media Player window
- your company website in RealPlayer window
- archive of your sponsored interview for at least one year with text hotlink and logo

**A question you may be asking...How will sponsoring The Small Business Podcast help me grow my business?**

A: The answer is simple. Podcasting and Internet audio is a newer medium that gets results. Listeners of Optimal Health Today are a high-net worth bunch that make decisions based on trust. The Optimal Health Today Podcast has built that trust with it's listeners by providing great content. Because only one commercial is featured in each interview, listeners are not "tuning out" like they would during a 10-minute commercial break on FM or AM radio or ignoring your banner buried in a sidebar.

Each daily interview is listened to by an average of 3,500 listeners on the first day and on average another 5,000 times after it is moved into the archives. 85% of those listeners listen to the interview in it's entirety because we limit the length of each interview to 12-15 minutes. Visitors to the site listen to an average of 3 interviews on each visit.

Over 5,000 unique listeners tune into The Optimal Health Today Podcast each month and that number is growing. Many return day in and day out to hear the new daily interview - resulting in repeated exposure for your brand to a highly targeted audience when you purchase several interviews in a row - a critical component of advertising success.

Recently, Arbitron did a study ([click here for a free copy of the research](#)) on the effectiveness of advertising on Internet broadcasts. In Arbitron's own words: "Internet broadcast consumers spend more, are more eager to try new products and services, and are a compelling advertising target."



## Site Usage

**1,696** Visits

**4,659** Pageviews

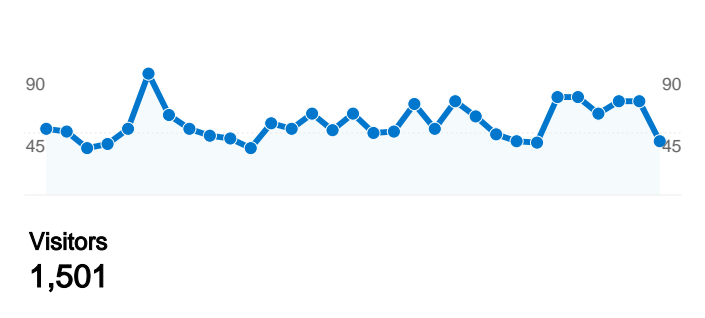
**2.75** Pages/Visit

**49.12%** Bounce Rate

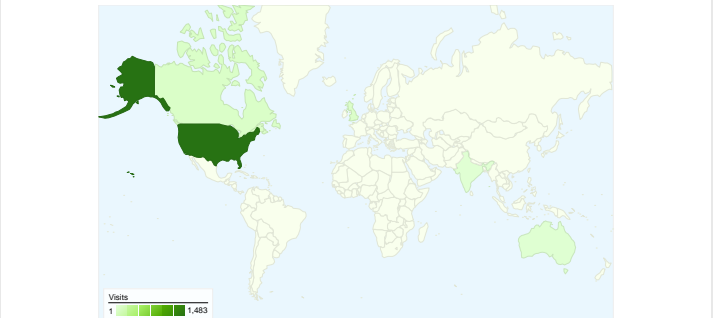
**00:02:40** Avg. Time on Site

**85.02%** % New Visits

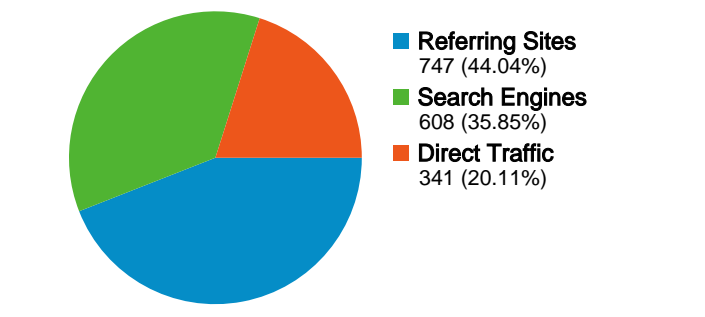
## Visitors Overview



## Map Overlay world

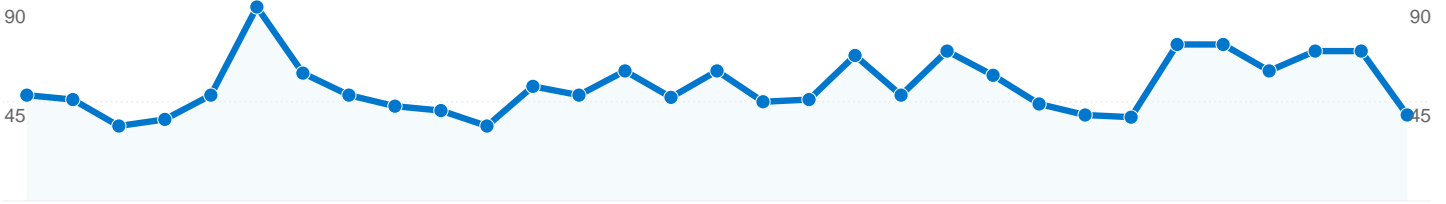


## Traffic Sources Overview










## Content Overview

Pages	Pageviews	% Pageviews
/advanced-skin-care.htm	783	16.81%
/	468	10.05%
/locate-us.htm	331	7.10%
/pixel-treatment.htm	276	5.92%
/index.htm	269	5.77%

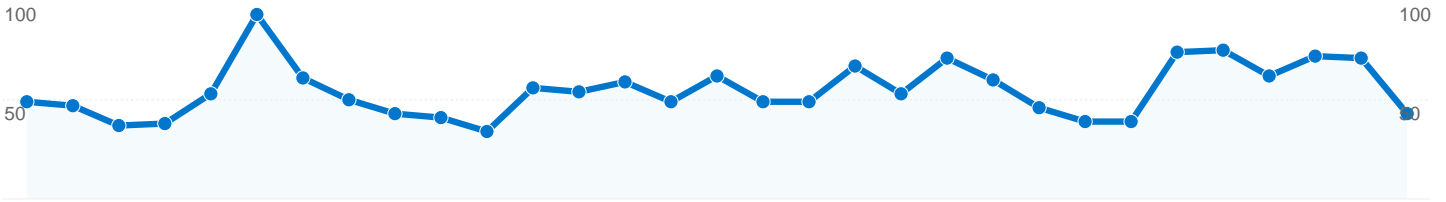


**1,501 people visited this site**




-  **1,696** Visits
-  **1,501** Absolute Unique Visitors
-  **4,659** Pageviews
-  **2.75** Average Pageviews
-  **00:02:40** Time on Site
-  **49.12%** Bounce Rate
-  **85.14%** New Visits

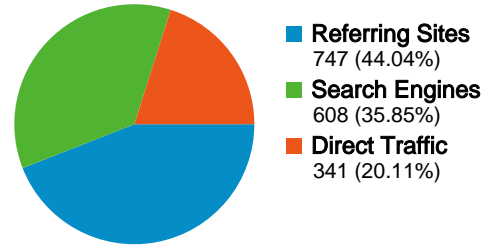
**Technical Profile**

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	1,236	72.88%	Cable	668	39.39%
Firefox	328	19.34%	DSL	378	22.29%
Safari	120	7.08%	Unknown	371	21.88%
Opera	5	0.29%	T1	219	12.91%
Mozilla	2	0.12%	Dialup	38	2.24%



All traffic sources sent a total of 1,696 visits

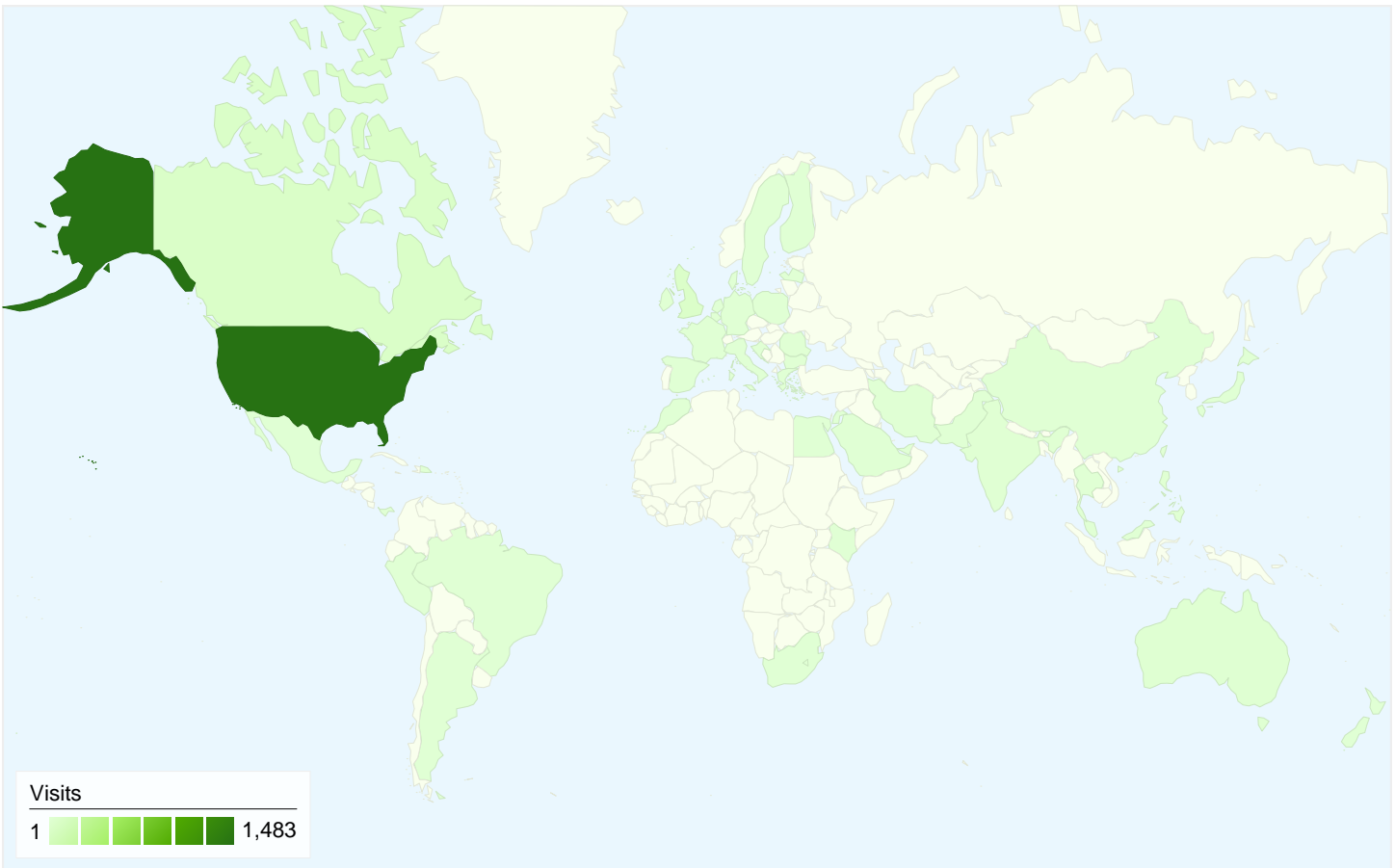
-  20.11% Direct Traffic
-  44.04% Referring Sites
-  35.85% Search Engines



## Top Traffic Sources

Sources	Visits	% visits
google (organic)	383	22.58%
(direct) ((none))	341	20.11%
phillythreading.com (referral)	206	12.15%
yahoo (organic)	108	6.37%
shantimedspa.com (referral)	90	5.31%

Keywords	Visits	% visits
pixel laser	12	1.97%
www.douglaslabs.com	12	1.97%
accent laser	7	1.15%
accent cellulite	5	0.82%
eyebrow threading	5	0.82%



## 1,696 visits came from 46 countries/territories

### Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>1,696</b> % of Site Total: 100.00%	<b>2.75</b> Site Avg: 2.75 (0.00%)	<b>00:02:40</b> Site Avg: 00:02:40 (0.00%)	<b>85.08%</b> Site Avg: 85.02% (0.07%)	<b>49.12%</b> Site Avg: 49.12% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	<b>1,483</b>	2.78	00:02:44	84.49%	48.75%
Canada	<b>57</b>	2.49	00:01:33	82.46%	50.88%
United Kingdom	<b>50</b>	1.98	00:02:17	92.00%	64.00%
Australia	<b>11</b>	2.45	00:01:06	90.91%	72.73%
India	<b>9</b>	3.22	00:05:20	88.89%	44.44%
Philippines	<b>6</b>	1.33	00:01:49	100.00%	83.33%
Ireland	<b>6</b>	3.17	00:02:24	83.33%	16.67%
Malaysia	<b>4</b>	2.00	00:01:25	100.00%	50.00%
Italy	<b>4</b>	3.50	00:08:05	100.00%	0.00%
Germany	<b>4</b>	3.50	00:01:33	100.00%	50.00%






Pages on this site were viewed a total of 4,659 times

 4,659 Pageviews

 3,444 Unique Views

 49.12% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/advanced-skin-care.htm	783	16.81%
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