

Site Usage

52,883 Visits

48.19% Bounce Rate

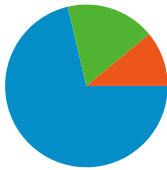
168,263 Pageviews

00:02:39 Avg. Time on Site

3.18 Pages/Visit

39.57% % New Visits

Traffic Sources Overview

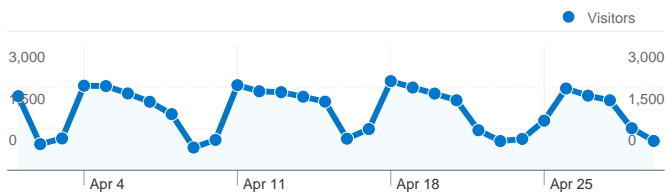


- **Search Engines**
37,712.00 (71.31%)
- **Referring Sites**
9,368.00 (17.71%)
- **Direct Traffic**
5,803.00 (10.97%)

Content Overview

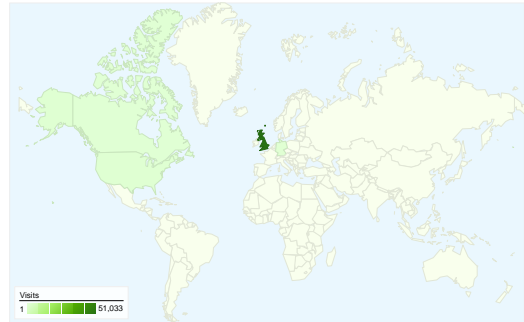
Pages	Pageviews	% Pageviews
/Home.aspx	32,925	19.57%
/CouncilAndGovernment/Equali	4,528	2.69%
/councilandgovernment/equality	3,775	2.24%
/EducationAndLearning/School	3,634	2.16%
/UsefulLinks/ContactUsLanding	2,800	1.66%

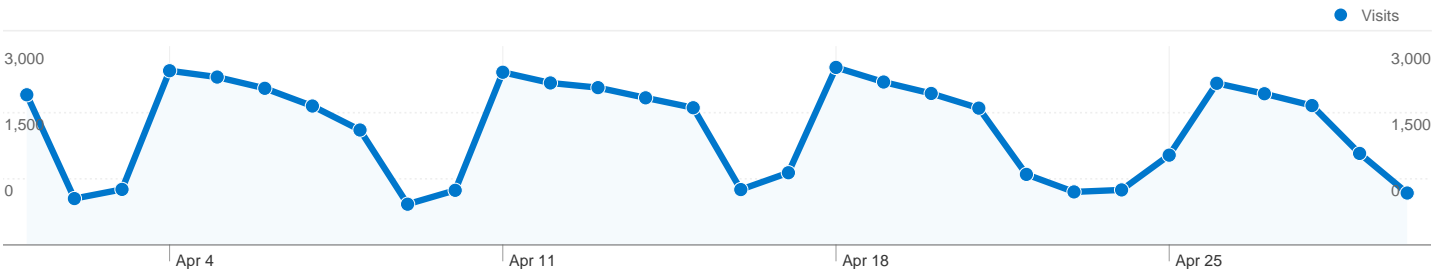
Visitors Overview



Visitors
30,910

Map Overlay



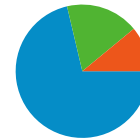


All traffic sources sent a total of 52,883 visits

10.97% Direct Traffic

17.71% Referring Sites

71.31% Search Engines

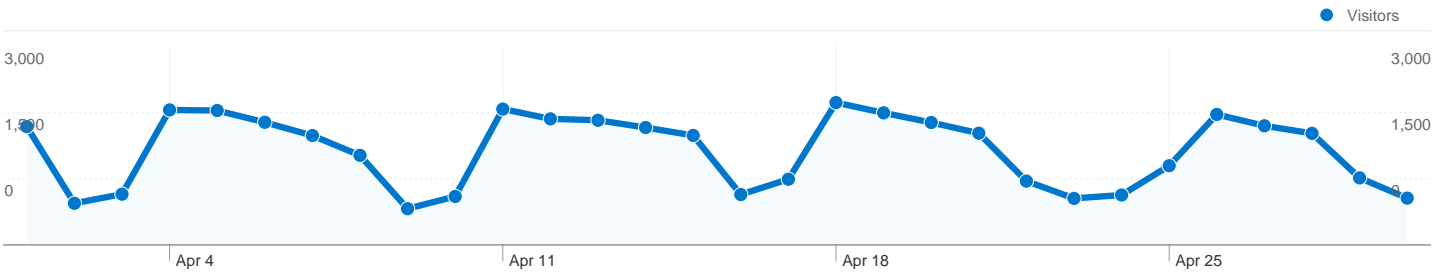


- **Search Engines**
37,712.00 (71.31%)
- **Referring Sites**
9,368.00 (17.71%)
- **Direct Traffic**
5,803.00 (10.97%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	32,303	61.08%
(direct) ((none))	5,803	10.97%
navigate.north-ayrshire.gov.uk	3,456	6.54%
bing (organic)	2,342	4.43%
yahoo (organic)	1,478	2.79%

Keywords	Visits	% visits
north ayrshire council	10,093	26.76%
north ayrshire	1,162	3.08%
north ayrshire council	993	2.63%
north ayrshire school holidays	622	1.65%
north ayrshire council planning	461	1.22%



30,910 people visited this site

52,883 Visits

30,910 Absolute Unique Visitors

168,263 Pageviews

3.18 Average Pageviews

00:02:39 Time on Site

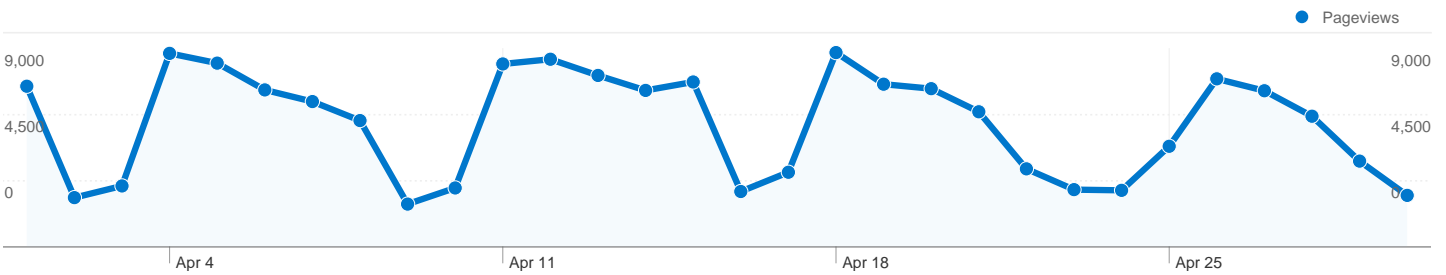
48.19% Bounce Rate

39.57% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	37,945	71.75%
Firefox	5,875	11.11%
Safari	4,374	8.27%
Chrome	3,976	7.52%
Mozilla Compatible Agent	241	0.46%

Connection Speed	Visits	% visits
Unknown	52,883	100.00%



Pages on this site were viewed a total of 168,263 times

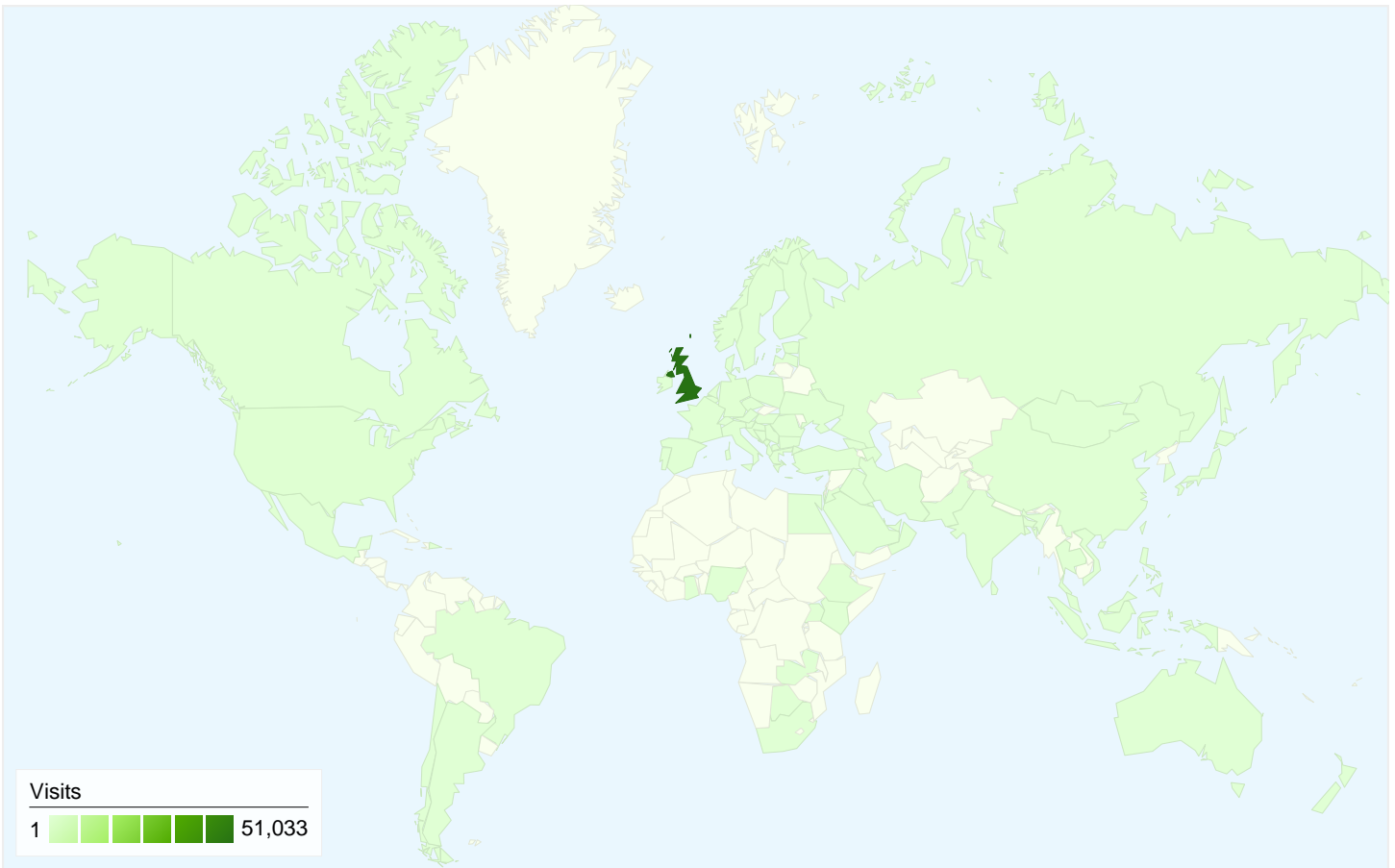
168,263 Pageviews

122,481 Unique Views

48.19% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/Home.aspx	32,925	19.57%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Council	4,528	2.69%
/councilandgovernment/equalitydiversityandcitizenship/councilvac	3,775	2.24%
/EducationAndLearning/Schools/TermHolidayAndClosureDates.a	3,634	2.16%
/UsefulLinks/ContactUsLandingPage.aspx	2,800	1.66%



52,883 visits came from 92 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 52,883 % of Site Total: 100.00%	Pages/Visit 3.18 Site Avg: 3.18 (0.00%)	Avg. Time on Site 00:02:39 Site Avg: 00:02:39 (0.00%)	% New Visits 39.59% Site Avg: 39.57% (0.06%)	Bounce Rate 48.19% Site Avg: 48.19% (0.00%)	
United Kingdom	51,033	3.22	00:02:42	38.32%	47.56%
United States	390	2.19	00:01:35	80.77%	69.23%
(not set)	248	2.24	00:01:49	59.68%	62.10%
Germany	154	3.13	00:02:18	47.40%	47.40%
Canada	134	1.99	00:01:11	82.84%	67.16%
Australia	107	1.92	00:01:52	85.05%	67.29%
Ireland	88	2.33	00:01:42	69.32%	67.05%
France	78	3.14	00:01:45	82.05%	61.54%
India	68	1.22	00:00:21	83.82%	80.88%

Spain	49	2.27	00:01:28	81.63%	48.98%
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