

Site Usage

70,403 Visits

46.39% Bounce Rate

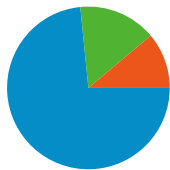
199,068 Pageviews

00:02:29 Avg. Time on Site

2.83 Pages/Visit

38.29% % New Visits

Traffic Sources Overview

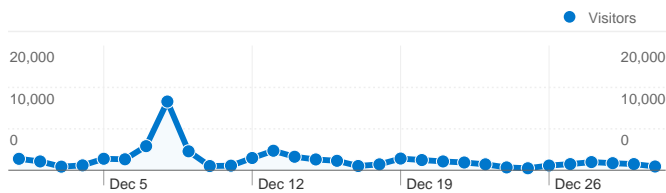


- **Search Engines**
51,681.00 (73.41%)
- **Referring Sites**
10,901.00 (15.48%)
- **Direct Traffic**
7,821.00 (11.11%)

Content Overview

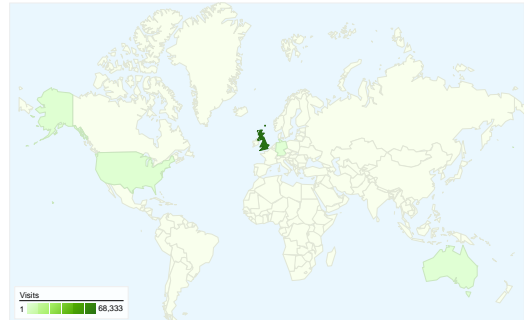
Pages	Pageviews	% Pageviews
/Home.aspx	54,076	27.16%
/NewsArticles/DEc11WeatherW	9,463	4.75%
/NewsArticles/SevereWeather.a	6,313	3.17%
/EducationAndLearning/Educati	4,659	2.34%
/CouncilBuildings/EducationalS	4,384	2.20%

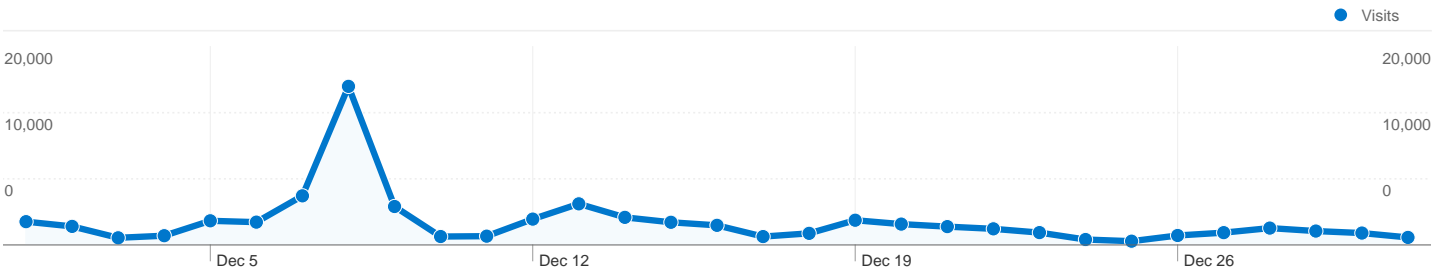
Visitors Overview






Visitors
38,674

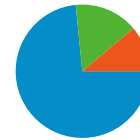
Map Overlay





All traffic sources sent a total of 70,403 visits

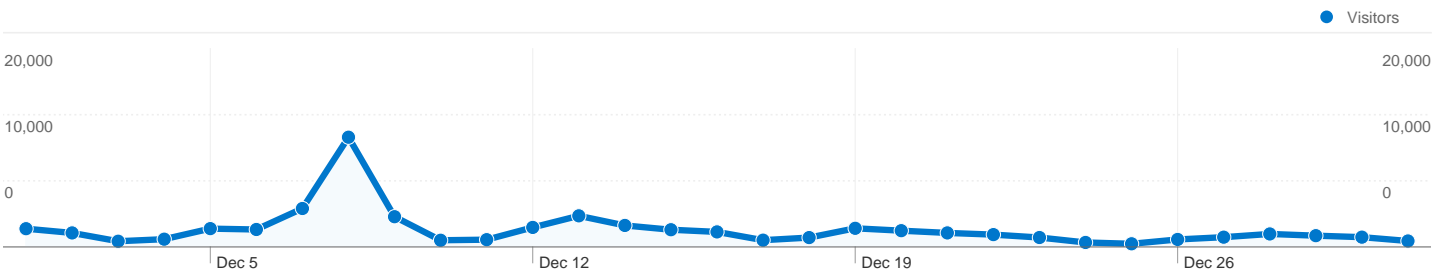
-  11.11% Direct Traffic
-  15.48% Referring Sites
-  73.41% Search Engines



- **Search Engines**
51,681.00 (73.41%)
- **Referring Sites**
10,901.00 (15.48%)
- **Direct Traffic**
7,821.00 (11.11%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	45,008	63.93%	north ayrshire council	16,097	31.15%
(direct) ((none))	7,821	11.11%	north ayrshire	2,515	4.87%
bing (organic)	2,661	3.78%	north ayrshire schools	604	1.17%
navigate.north-ayrshire.gov.uk	1,805	2.56%	north ayrshire council	489	0.95%
yahoo (organic)	1,583	2.25%	northayrshirecouncil	467	0.90%



38,674 people visited this site

70,403 Visits

38,674 Absolute Unique Visitors

199,068 Pageviews

2.83 Average Pageviews

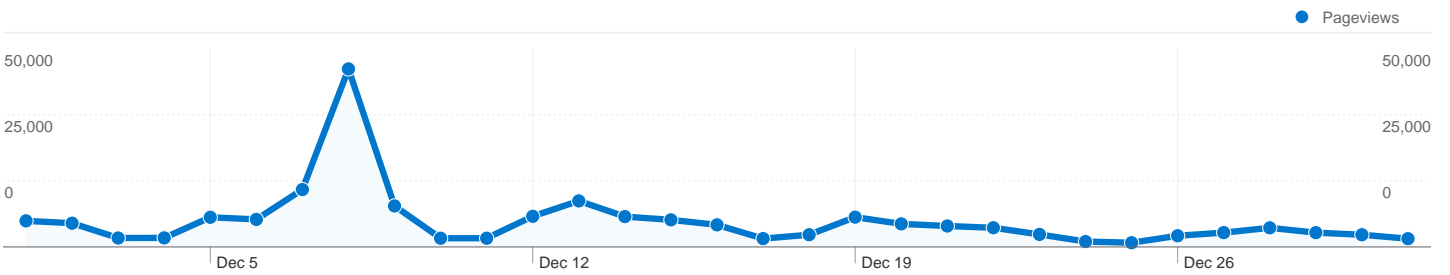
00:02:29 Time on Site

46.39% Bounce Rate

38.29% New Visits

Technical Profile


Browser	Visits	% visits
Internet Explorer	37,654	53.48%
Safari	10,743	15.26%
Chrome	9,081	12.90%
Firefox	7,473	10.61%
Android Browser	2,954	4.20%



Pages on this site were viewed a total of 199,068 times

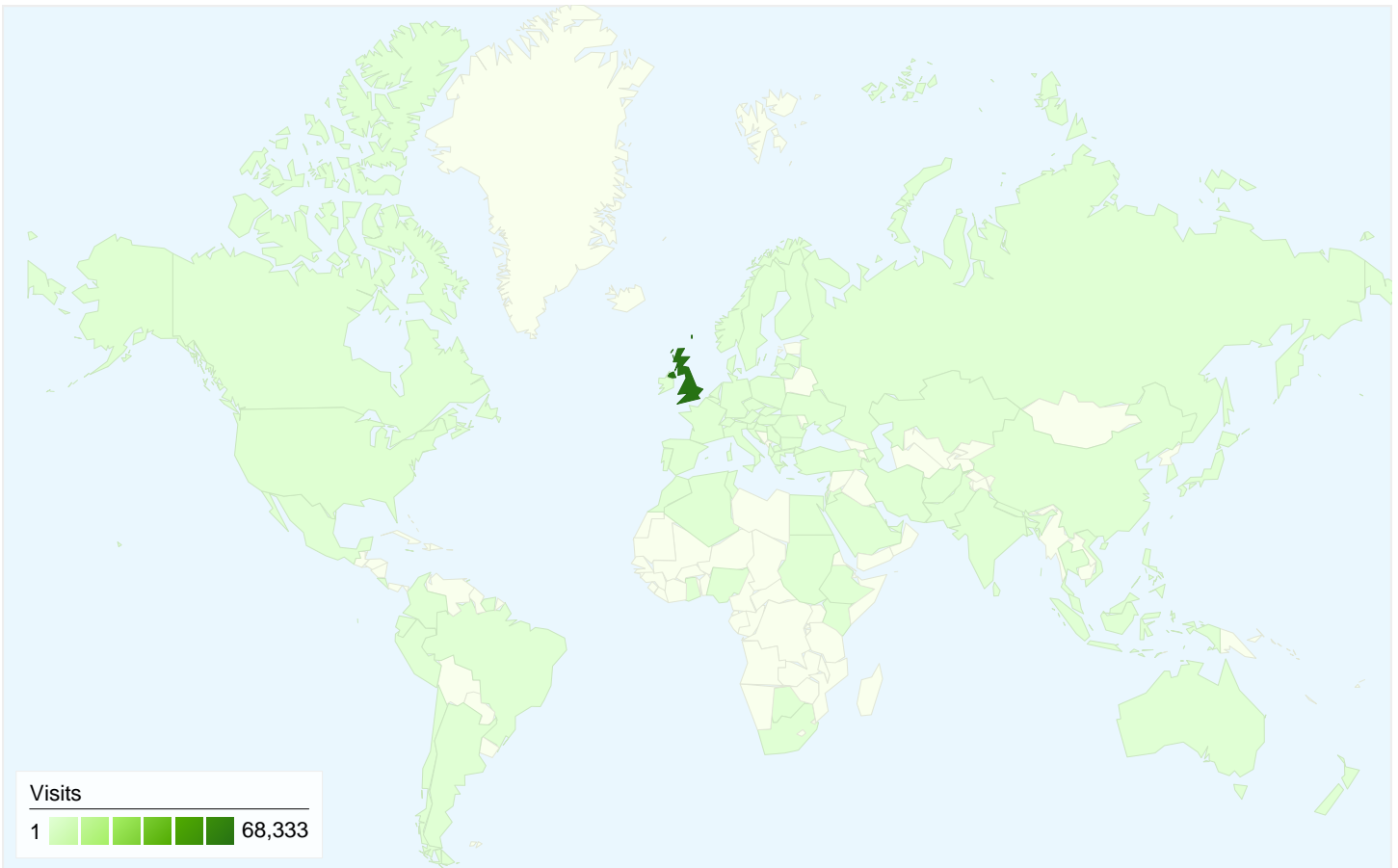
 199,068 Pageviews

 144,389 Unique Views

 46.39% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/Home.aspx	54,076	27.16%
/NewsArticles/DEc11WeatherWarning.aspx	9,463	4.75%
/NewsArticles/SevereWeather.aspx	6,313	3.17%
/EducationAndLearning/EducationAndLearning.aspx	4,659	2.34%
/CouncilBuildings/EducationalServices/PrimarySchools.aspx	4,384	2.20%



70,403 visits came from 100 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 70,403 % of Site Total: 100.00%	Pages/Visit 2.83 Site Avg: 2.83 (0.00%)	Avg. Time on Site 00:02:29 Site Avg: 00:02:29 (0.00%)	% New Visits 38.32% Site Avg: 38.29% (0.09%)	Bounce Rate 46.39% Site Avg: 46.39% (0.00%)	
United Kingdom	68,333	2.85	00:02:31	37.25%	45.80%
United States	496	2.21	00:01:05	80.04%	70.36%
(not set)	249	2.05	00:01:15	55.02%	56.22%
Germany	161	3.14	00:01:54	57.76%	45.96%
Australia	160	2.04	00:01:35	81.25%	71.25%
Canada	112	1.96	00:01:01	83.04%	64.29%
Ireland	94	1.89	00:01:23	60.64%	62.77%
India	80	2.22	00:04:10	76.25%	73.75%
Netherlands	79	2.73	00:01:28	74.68%	46.84%

Spain	46	1.59	00:00:31	71.74%	71.74%
					1 - 10 of 100