

Site Usage

61,157 Visits

48.38% Bounce Rate

211,254 Pageviews

00:02:53 Avg. Time on Site

3.45 Pages/Visit

39.60% % New Visits

Traffic Sources Overview

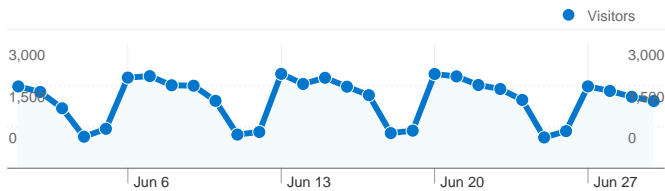


- **Search Engines**
44,241.00 (72.34%)
- **Referring Sites**
9,937.00 (16.25%)
- **Direct Traffic**
6,979.00 (11.41%)

Content Overview

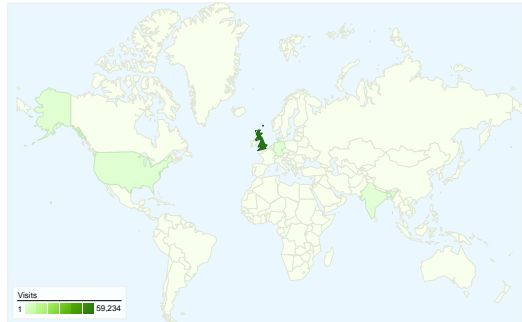
Pages	Pageviews	% Pageviews
/Home.aspx	39,417	18.66%
/CouncilAndGovernment/Equali	9,386	4.44%
/ChiefExec/CivicPrideForms.nsf	5,962	2.82%
/EducationAndLearning/School	4,283	2.03%
/EducationAndLearning/AOEC/	3,846	1.82%

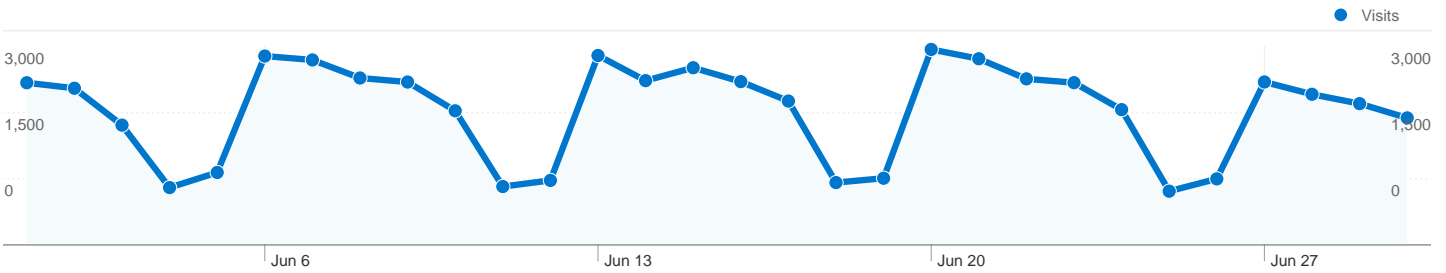
Visitors Overview






Visitors
35,414

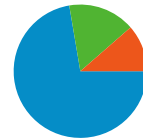
Map Overlay





All traffic sources sent a total of 61,157 visits

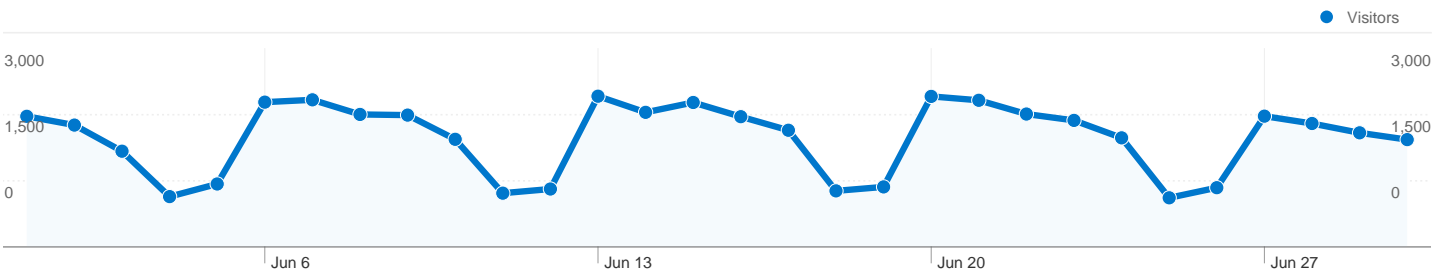
-  11.41% Direct Traffic
-  16.25% Referring Sites
-  72.34% Search Engines



- Search Engines
44,241.00 (72.34%)
- Referring Sites
9,937.00 (16.25%)
- Direct Traffic
6,979.00 (11.41%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	38,057	62.23%	north ayrshire council	10,745	24.29%
(direct) ((none))	6,979	11.41%	north ayrshire council	2,099	4.74%
navigate.north-ayrshire.gov.uk	3,188	5.21%	north ayrshire	1,150	2.60%
bing (organic)	2,614	4.27%	north ayrshire school holidays	558	1.26%
yahoo (organic)	1,476	2.41%	north ayrshire council planning	365	0.83%



35,414 people visited this site

61,157 Visits

35,414 Absolute Unique Visitors

211,254 Pageviews

3.45 Average Pageviews

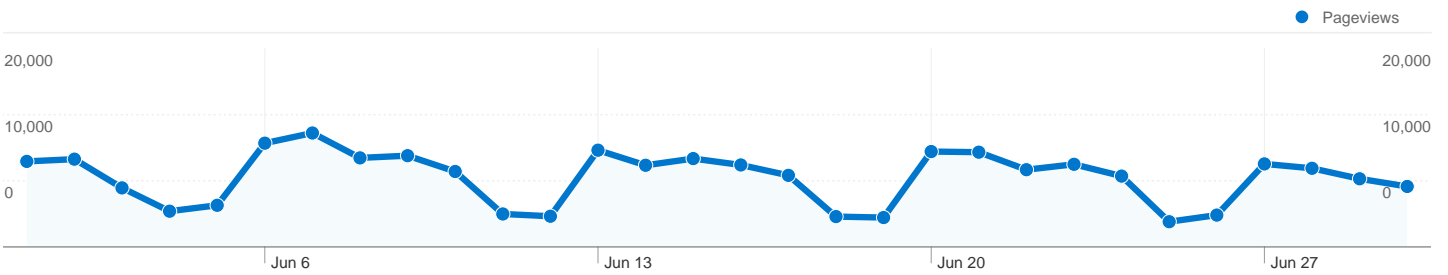
00:02:53 Time on Site

48.38% Bounce Rate


39.60% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	43,834	71.67%	Unknown	61,157	100.00%
Firefox	6,657	10.89%			
Chrome	4,945	8.09%			
Safari	4,333	7.09%			
Android Browser	627	1.03%			



Pages on this site were viewed a total of 211,254 times

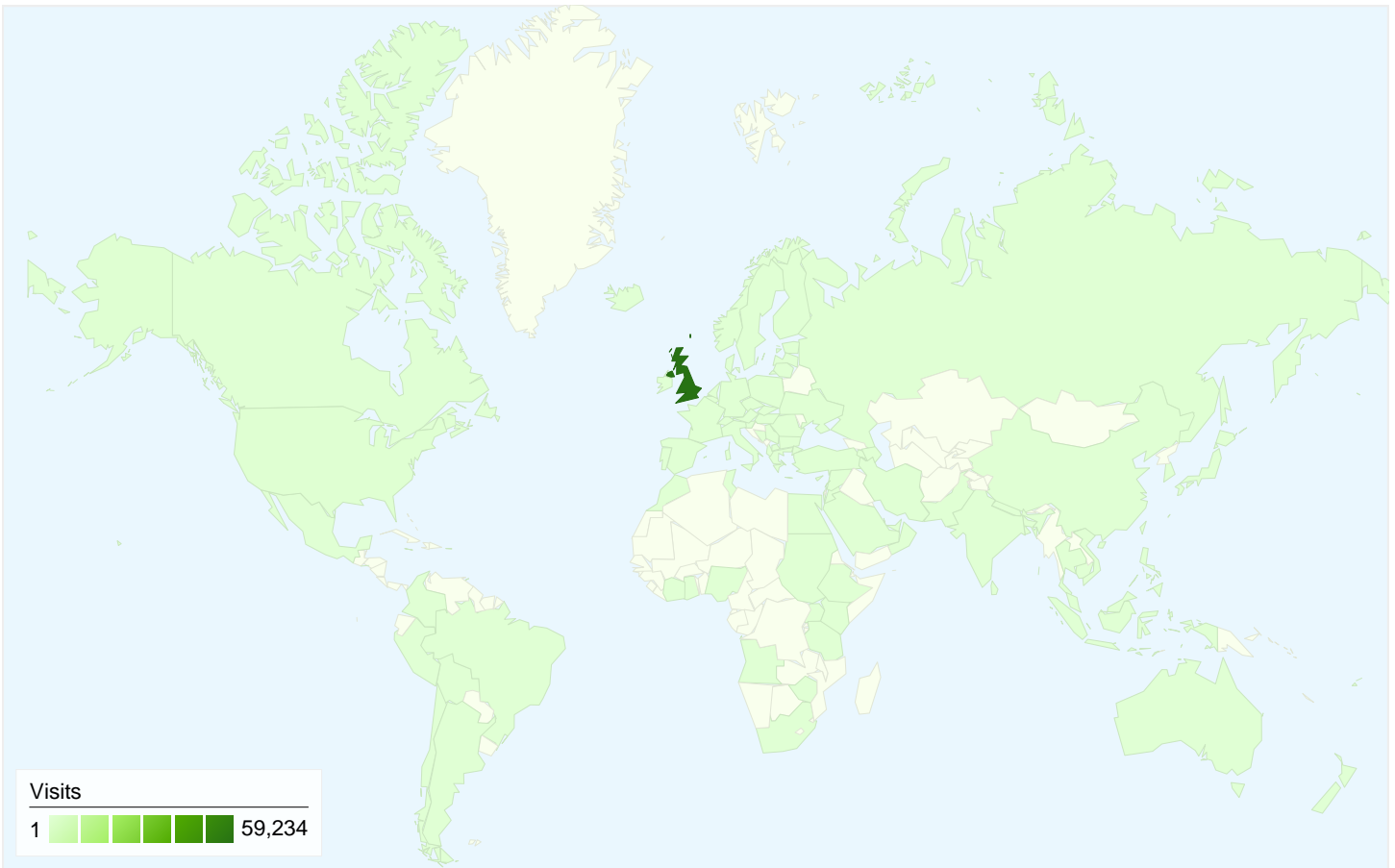
 **211,254** Pageviews

 **143,511** Unique Views

 **48.38%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/Home.aspx	39,417	18.66%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Council	9,386	4.44%
/ChiefExec/CivicPrideForms.nsf/wVoteForm?OpenForm=	5,962	2.82%
/EducationAndLearning/Schools/TermHolidayAndClosureDates.a	4,283	2.03%
/EducationAndLearning/AOEC/AboutUs/Webcam.aspx	3,846	1.82%



61,157 visits came from 104 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	59,234	3.49	00:02:56	38.50%	47.85%
United States	413	2.22	00:01:05	84.99%	74.09%
(not set)	202	3.06	00:02:11	59.41%	57.43%
Germany	134	2.42	00:01:27	58.96%	53.73%
India	114	2.06	00:01:15	77.19%	69.30%
Australia	105	1.85	00:01:56	84.76%	68.57%
Canada	103	2.44	00:01:13	89.32%	60.19%
Ireland	76	1.68	00:01:34	67.11%	71.05%
Netherlands	75	2.16	00:00:41	45.33%	44.00%

Denmark	60	2.28	00:02:15	33.33%	45.00%
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