

Site Usage

63,590 Visits

49.56% Bounce Rate

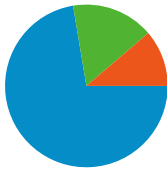
210,242 Pageviews

00:02:45 Avg. Time on Site

3.31 Pages/Visit

41.31% % New Visits

Traffic Sources Overview

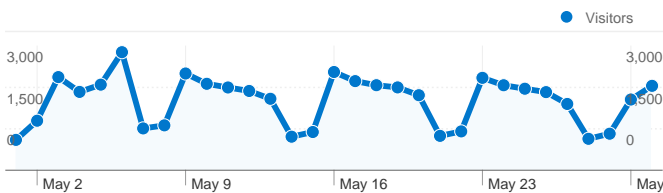


- **Search Engines**
46,023.00 (72.37%)
- **Referring Sites**
10,411.00 (16.37%)
- **Direct Traffic**
7,156.00 (11.25%)

Content Overview

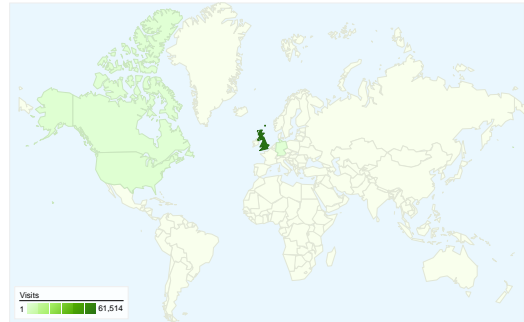
Pages	Pageviews	% Pageviews
/Home.aspx	39,951	19.00%
/CouncilAndGovernment/Equali	7,188	3.42%
/ChiefExec/CivicPrideForms.nsf	6,473	3.08%
/CouncilAndGovernment/Provo	5,163	2.46%
/EducationAndLearning/School	4,057	1.93%

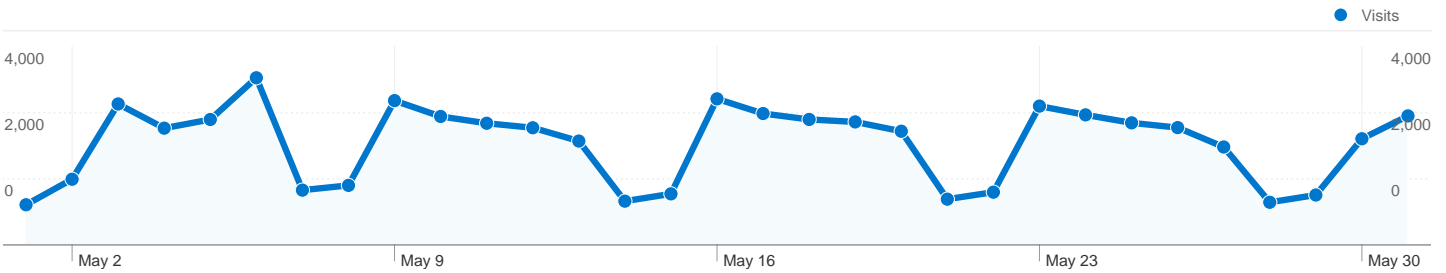
Visitors Overview



Visitors
37,602

Map Overlay



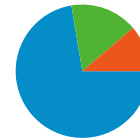


All traffic sources sent a total of 63,590 visits

11.25% Direct Traffic

16.37% Referring Sites

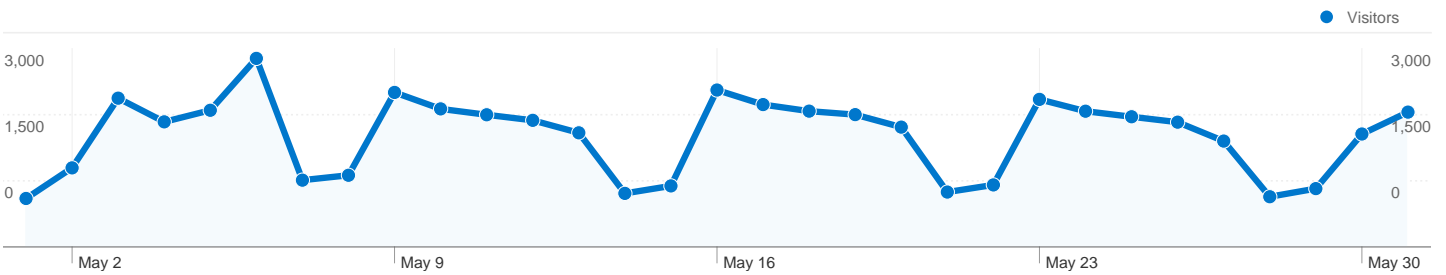
72.37% Search Engines



- Search Engines
46,023.00 (72.37%)
- Referring Sites
10,411.00 (16.37%)
- Direct Traffic
7,156.00 (11.25%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	39,631	62.32%	north ayrshire council	11,260	24.47%
(direct) ((none))	7,156	11.25%	north ayrshire council	1,993	4.33%
navigate.north-ayrshire.gov.uk	2,976	4.68%	north ayrshire	1,400	3.04%
bing (organic)	2,832	4.45%	north ayrshire school holidays	603	1.31%
yahoo (organic)	1,575	2.48%	north ayrshire council planning	403	0.88%



37,602 people visited this site

63,590 Visits

37,602 Absolute Unique Visitors

210,242 Pageviews

3.31 Average Pageviews

00:02:45 Time on Site

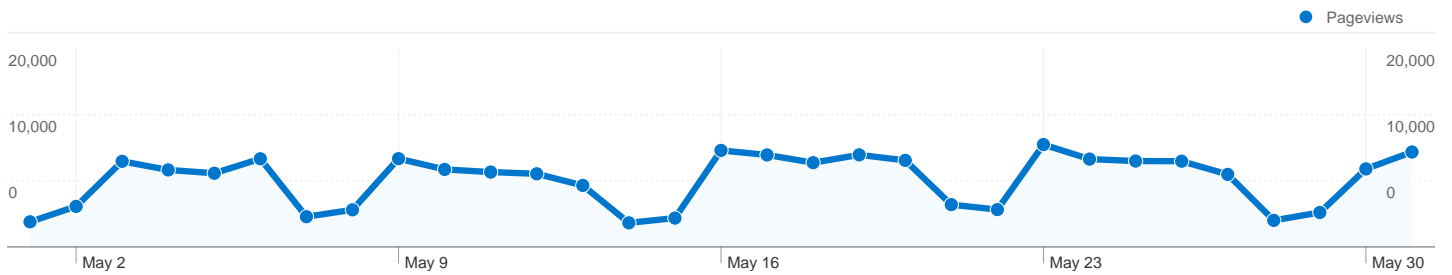
49.56% Bounce Rate

41.31% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	44,936	70.67%
Firefox	7,234	11.38%
Safari	5,282	8.31%
Chrome	5,115	8.04%
Mozilla Compatible Agent	292	0.46%

Connection Speed	Visits	% visits
Unknown	63,590	100.00%



Pages on this site were viewed a total of 210,242 times

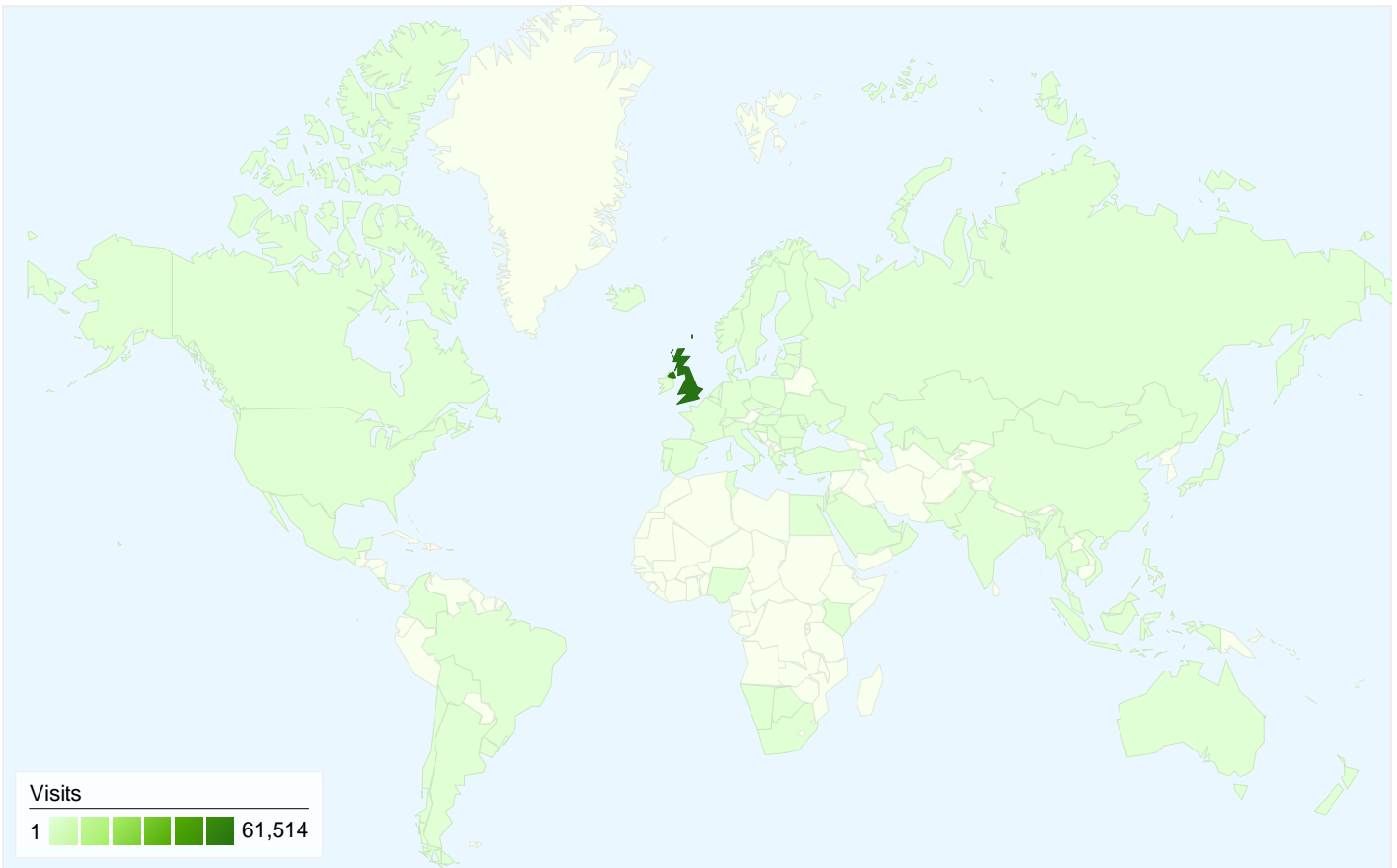
 210,242 Pageviews

 143,585 Unique Views

 49.56% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/Home.aspx	39,951	19.00%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Council	7,188	3.42%
/ChiefExec/CivicPrideForms.nsf/wVoteForm?OpenForm=	6,473	3.08%
/CouncilAndGovernment/Provost/provostcivicprideawards.aspx	5,163	2.46%
/EducationAndLearning/Schools/TermHolidayAndClosureDates.a	4,057	1.93%



63,590 visits came from 97 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	61,514	3.34	00:02:47	40.25%	49.09%
United States	434	1.91	00:01:09	84.56%	73.04%
(not set)	171	2.24	00:01:55	59.65%	58.48%
Germany	164	4.74	00:03:36	50.00%	51.83%
Canada	151	2.13	00:00:49	88.74%	68.21%
Denmark	123	2.45	00:02:47	28.46%	41.46%
Australia	108	1.81	00:01:09	89.81%	67.59%
India	91	2.80	00:02:56	80.22%	62.64%
Ireland	79	1.71	00:01:06	73.42%	72.15%

France	69	2.17	00:01:26	75.36%	57.97%
					1 - 10 of 97