

Site Usage

52,857 Visits

51.71% Bounce Rate

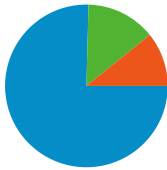
158,972 Pageviews

00:02:44 Avg. Time on Site

3.01 Pages/Visit

38.82% % New Visits

Traffic Sources Overview

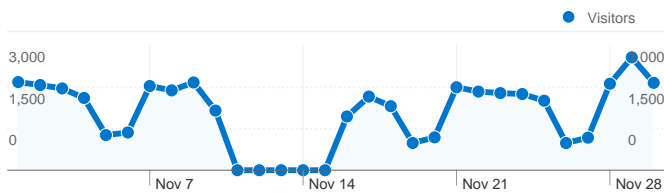


- **Search Engines**
39,865.00 (75.42%)
- **Referring Sites**
7,294.00 (13.80%)
- **Direct Traffic**
5,698.00 (10.78%)

Content Overview

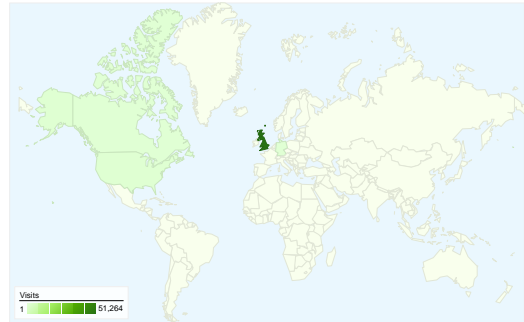
Pages	Pageviews	% Pageviews
/Home.aspx	32,906	20.70%
/CouncilAndGovernment/Equali	3,696	2.32%
/BusinessAndTrade/PlanningAn	3,094	1.95%
/UsefulLinks/ContactUsLanding	2,517	1.58%
/CouncilBuildings/EducationaIS	2,457	1.55%

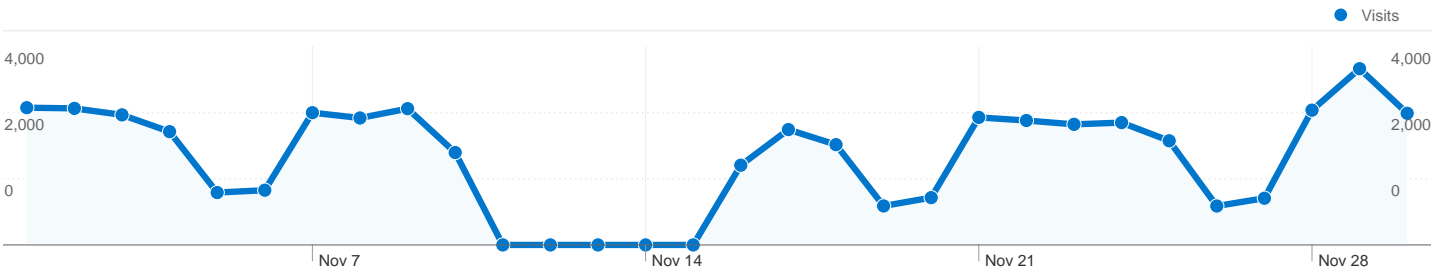
Visitors Overview






Visitors
29,648

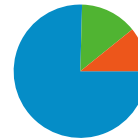
Map Overlay





All traffic sources sent a total of 52,857 visits

-  10.78% Direct Traffic
-  13.80% Referring Sites
-  75.42% Search Engines

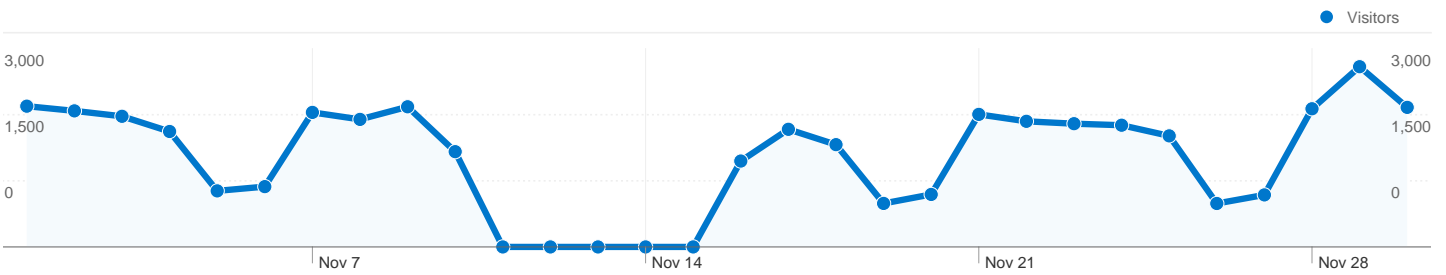


- **Search Engines**
39,865.00 (75.42%)
- **Referring Sites**
7,294.00 (13.80%)
- **Direct Traffic**
5,698.00 (10.78%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	34,479	65.23%
(direct) ((none))	5,698	10.78%
bing (organic)	2,363	4.47%
navigate.north-ayrshire.gov.uk	1,965	3.72%
yahoo (organic)	1,269	2.40%

Keywords	Visits	% visits
north ayrshire council	8,871	22.25%
north ayrshire	854	2.14%
north ayrshire council jobs	592	1.49%
arran outdoor centre	442	1.11%
north ayrshire council	330	0.83%



29,648 people visited this site

52,857 Visits

29,648 Absolute Unique Visitors

158,972 Pageviews

3.01 Average Pageviews

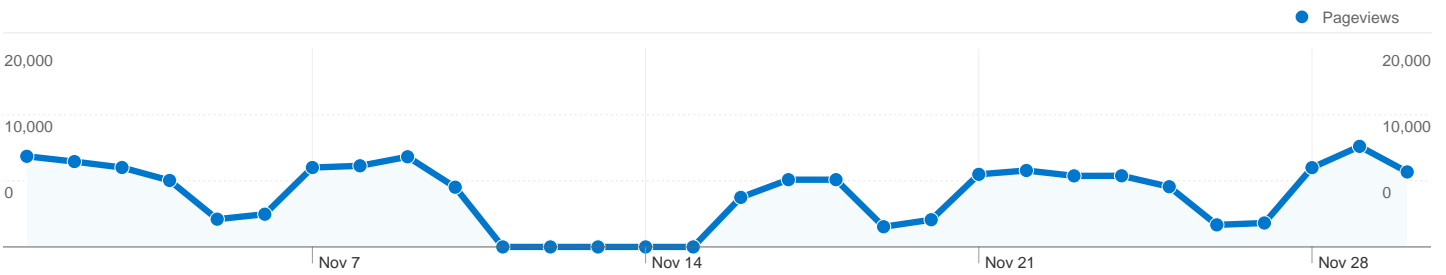
00:02:44 Time on Site

51.71% Bounce Rate

38.82% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	34,286	64.87%
Chrome	5,899	11.16%
Firefox	5,650	10.69%
Safari	5,061	9.57%
Android Browser	1,031	1.95%



Pages on this site were viewed a total of 158,972 times

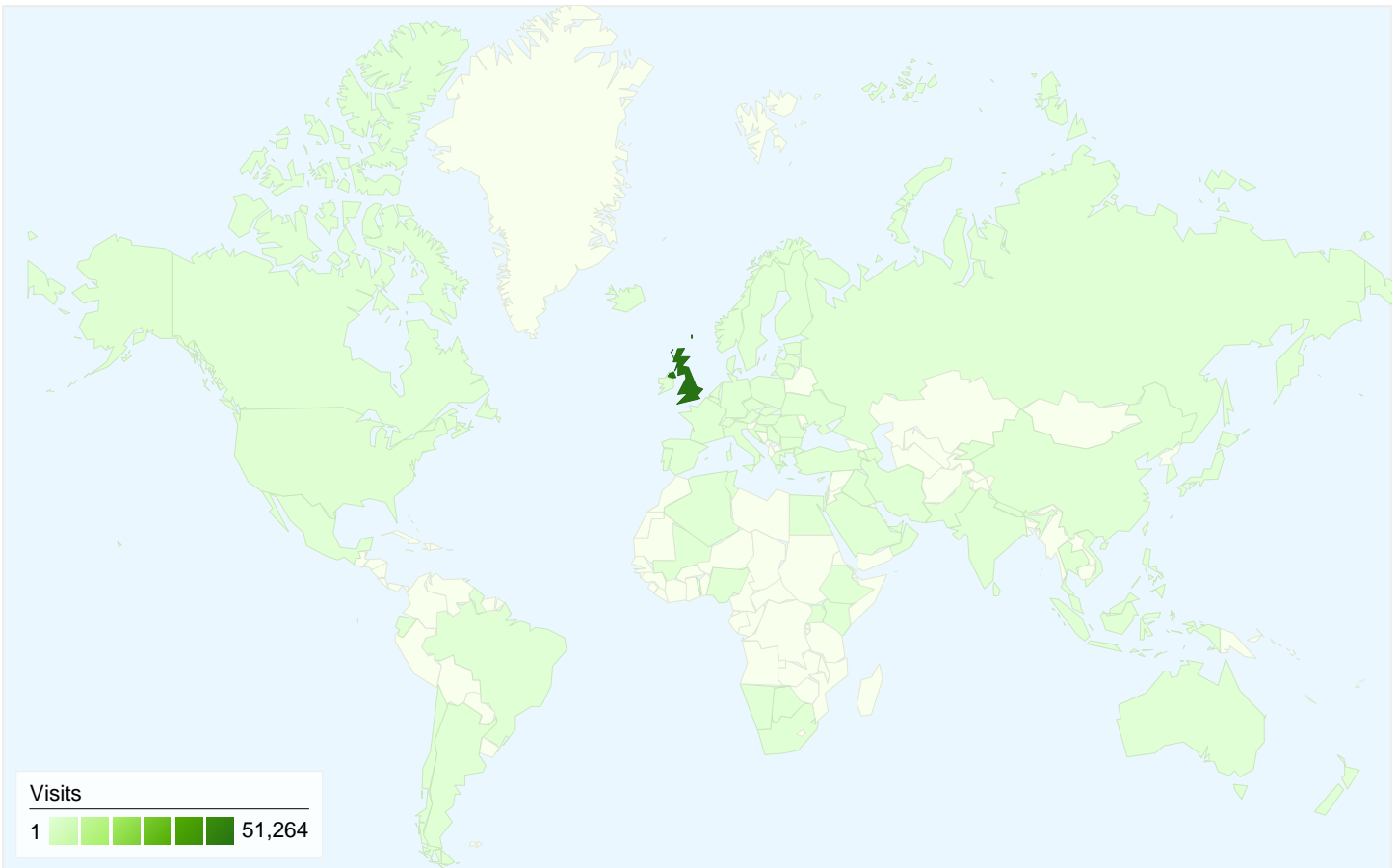
158,972 Pageviews

112,433 Unique Views

51.71% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/Home.aspx	32,906	20.70%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Council	3,696	2.32%
/BusinessAndTrade/PlanningAndBuildingStandards/Planning-	3,094	1.95%
/UsefulLinks/ContactUsLandingPage.aspx	2,517	1.58%
/CouncilBuildings/EducationalServices/PrimarySchools.aspx	2,457	1.55%



52,857 visits came from 95 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	51,264	3.03	00:02:47	37.69%	51.36%
United States	364	1.97	00:01:30	77.20%	69.23%
Germany	124	2.40	00:01:06	51.61%	55.65%
(not set)	122	2.07	00:01:07	59.84%	65.57%
Canada	111	2.39	00:01:30	90.09%	57.66%
Australia	107	1.99	00:01:26	78.50%	63.55%
Ireland	96	2.24	00:01:11	71.88%	63.54%
Netherlands	77	2.56	00:01:11	75.32%	36.36%
India	70	2.13	00:01:26	90.00%	65.71%

France	48	2.69	00:01:22	70.83%	52.08%
					1 - 10 of 95