

Site Usage

60,268 Visits

51.93% Bounce Rate

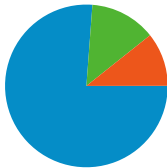
179,476 Pageviews

00:02:34 Avg. Time on Site

2.98 Pages/Visit

39.64% % New Visits

Traffic Sources Overview

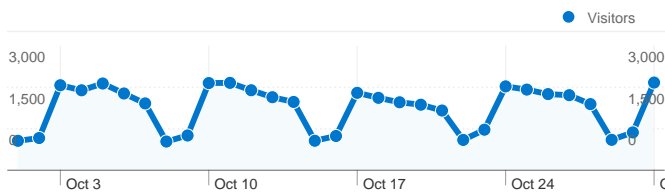


- **Search Engines**
45,916.00 (76.19%)
- **Referring Sites**
7,903.00 (13.11%)
- **Direct Traffic**
6,442.00 (10.69%)
- **Other**
7 (0.01%)

Content Overview

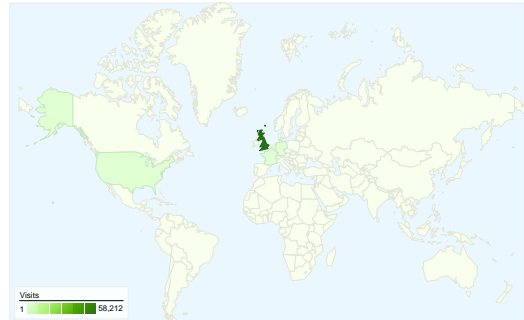
Pages	Pageviews	% Pageviews
/Home.aspx	34,647	19.30%
/CouncilAndGovernment/Equali	7,099	3.96%
/BusinessAndTrade/PlanningAn	3,649	2.03%
/UsefulLinks/ContactUsLanding	3,279	1.83%
/CouncilBuildings/EducationaIS	2,764	1.54%

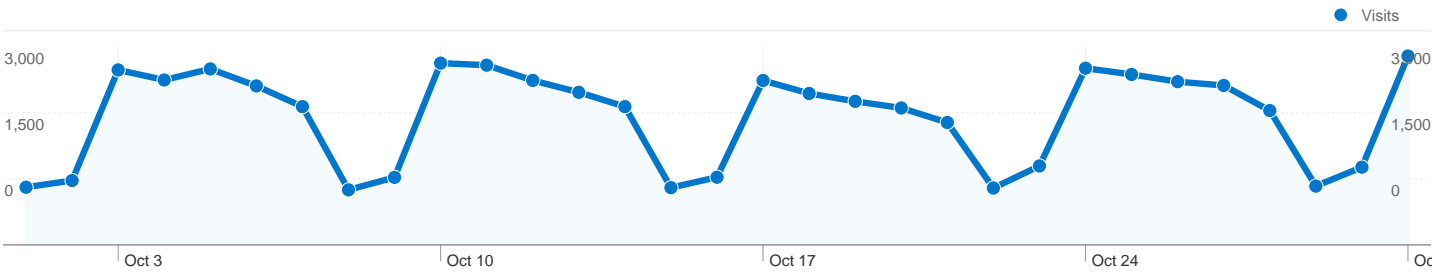
Visitors Overview






Visitors
34,035

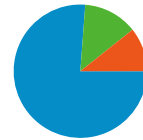
Map Overlay





All traffic sources sent a total of 60,268 visits

-  10.69% Direct Traffic
-  13.11% Referring Sites
-  76.19% Search Engines

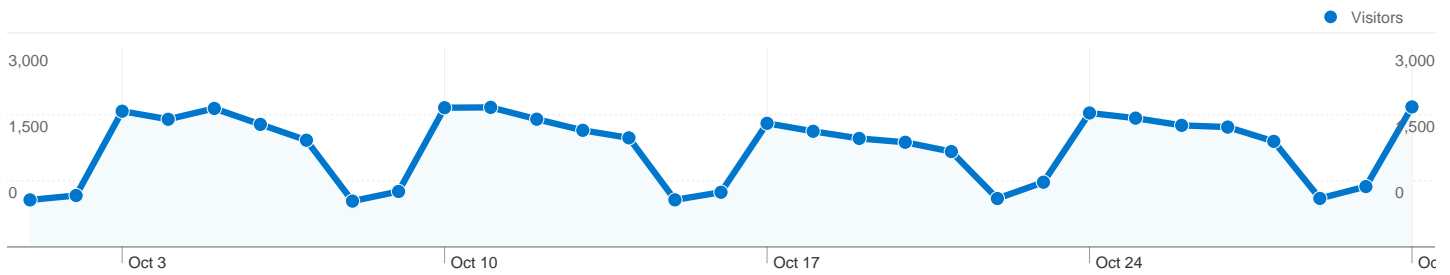


- **Search Engines**
45,916.00 (76.19%)
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- **Direct Traffic**
6,442.00 (10.69%)
- **Other**
7 (0.01%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	39,697	65.87%
(direct) ((none))	6,442	10.69%
bing (organic)	2,631	4.37%
navigate.north-ayrshire.gov.uk	1,960	3.25%
yahoo (organic)	1,543	2.56%

Keywords	Visits	% visits
north ayrshire council	9,687	21.10%
north ayrshire	986	2.15%
north ayrshire council	964	2.10%
north ayrshire school holidays	484	1.05%
north ayrshire council jobs	390	0.85%



34,035 people visited this site

60,268 Visits

34,035 Absolute Unique Visitors

179,476 Pageviews

2.98 Average Pageviews

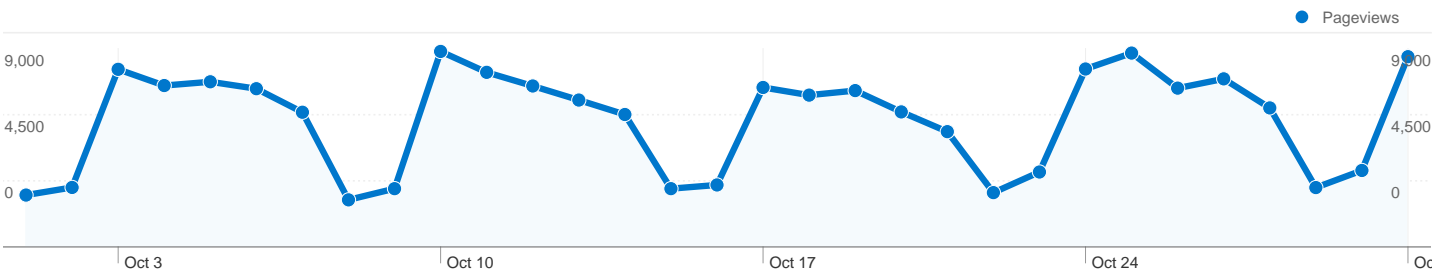
00:02:34 Time on Site

51.93% Bounce Rate

39.64% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	39,596	65.70%
Firefox	6,595	10.94%
Chrome	6,552	10.87%
Safari	5,549	9.21%
Android Browser	1,104	1.83%



Pages on this site were viewed a total of 179,476 times

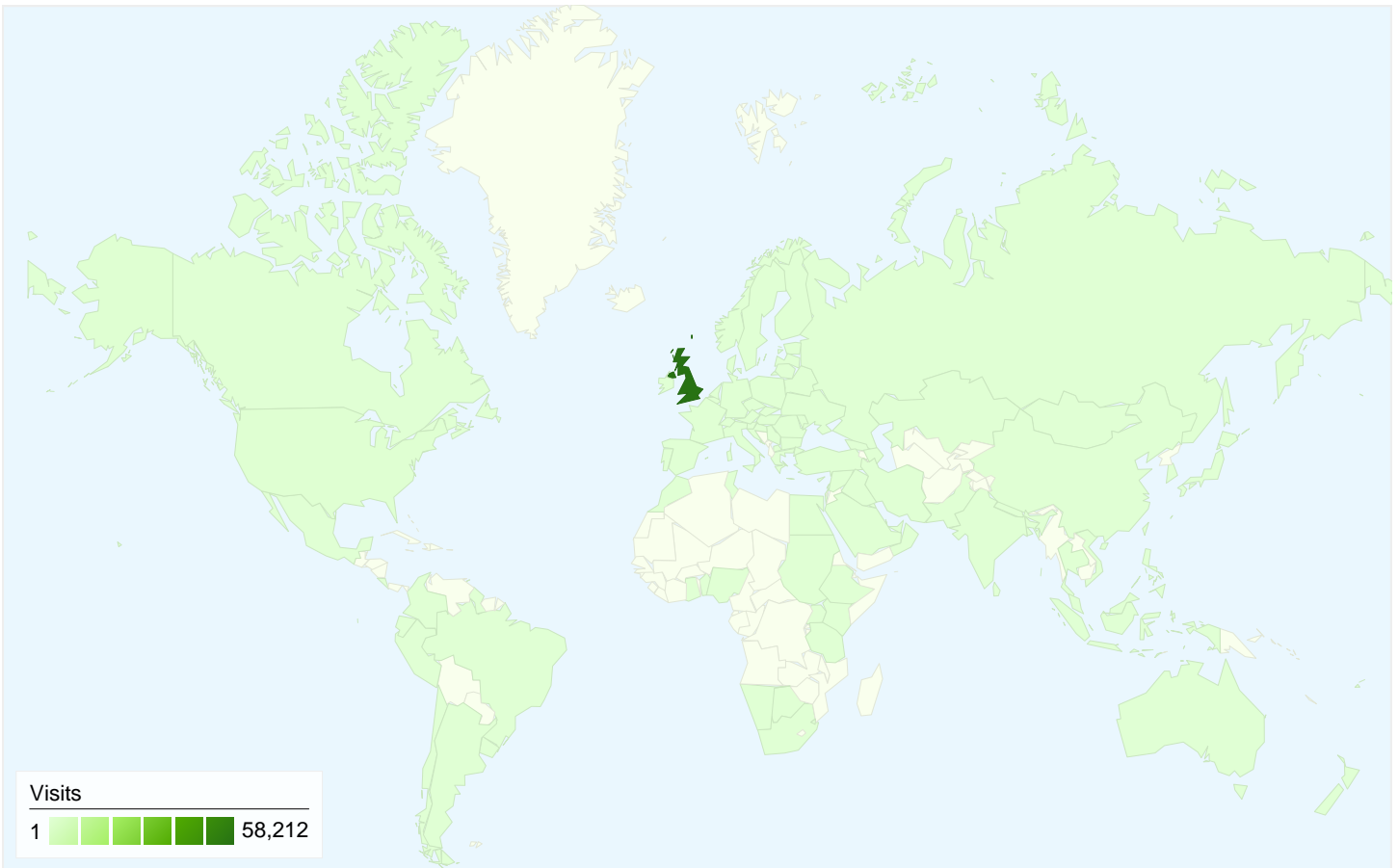
179,476 Pageviews

128,434 Unique Views

51.93% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/Home.aspx	34,647	19.30%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Council	7,099	3.96%
/BusinessAndTrade/PlanningAndBuildingStandards/Planning-	3,649	2.03%
/UsefulLinks/ContactUsLandingPage.aspx	3,279	1.83%
/CouncilBuildings/EducationalServices/PrimarySchools.aspx	2,764	1.54%



60,268 visits came from 107 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	58,212	3.01	00:02:37	38.45%	51.41%
United States	440	2.03	00:01:12	82.27%	70.91%
(not set)	166	2.40	00:01:24	56.63%	63.25%
Germany	143	2.90	00:01:16	52.45%	62.94%
France	139	2.07	00:01:05	42.45%	69.78%
Australia	124	2.31	00:01:38	78.23%	61.29%
Canada	122	2.13	00:01:04	90.98%	68.85%
Ireland	88	1.94	00:00:53	71.59%	72.73%
India	79	1.77	00:00:46	83.54%	72.15%

Spain	67	4.21	00:04:15	80.60%	43.28%
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