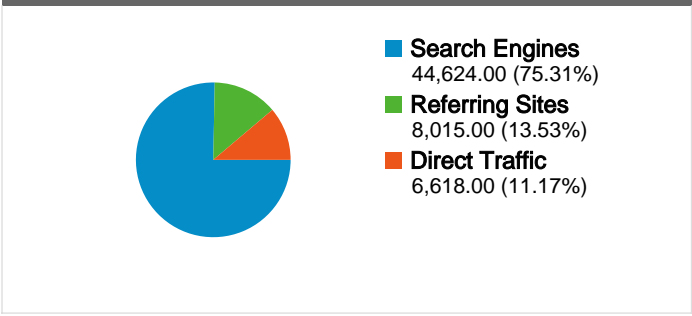


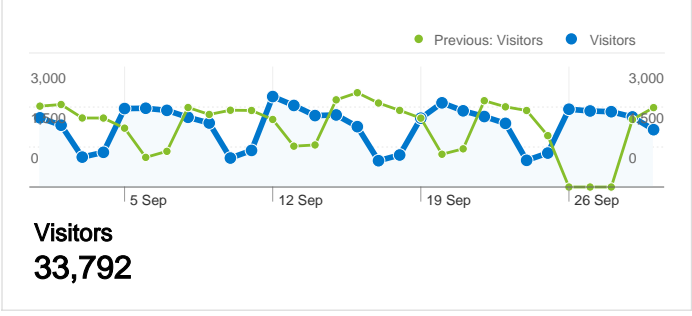
Site Usage

 59,257 Visits Previous: 61,567 (-3.75%)	 52.33% Bounce Rate Previous: 51.31% (2.00%)
 178,546 Pageviews Previous: 186,577 (-4.30%)	 00:02:36 Avg. Time on Site Previous: 00:02:29 (5.09%)
 3.01 Pages/Visit Previous: 3.03 (-0.57%)	 39.64% % New Visits Previous: 38.67% (2.49%)

Traffic Sources Overview



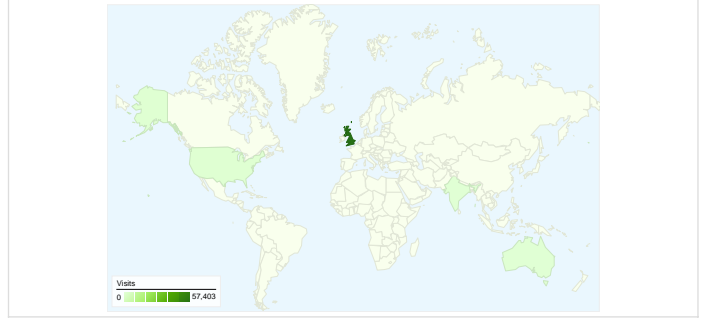
Visitors Overview

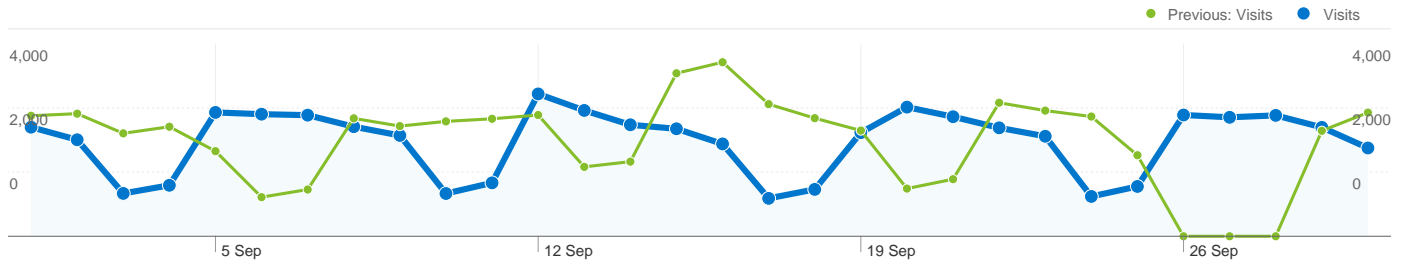


Content Overview

Pages	Pageviews	% Pageviews
/Home.aspx		
1 Sep 2011 - 30 Sep 2011	33,583	18.81%
1 Aug 2011 - 31 Aug 2011	33,887	18.16%
% Change	-0.90%	3.56%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Coun		
1 Sep 2011 - 30 Sep 2011	7,025	3.93%
1 Aug 2011 - 31 Aug 2011	6,560	3.52%
% Change	7.09%	11.91%
/EducationAndLearning/Schools/TermHolidayAndClosureDates		
1 Sep 2011 - 30 Sep 2011	4,306	2.41%
1 Aug 2011 - 31 Aug 2011	6,381	3.42%
% Change	-32.52%	-29.48%
/BusinessAndTrade/PlanningAndBuildingStandards/Planning-		
1 Sep 2011 - 30 Sep 2011	3,594	2.01%
1 Aug 2011 - 31 Aug 2011	3,513	1.88%
% Change	2.31%	6.91%
/EducationAndLearning/AOEC/AboutUs/Webcam.aspx		
1 Sep 2011 - 30 Sep 2011	3,234	1.81%
1 Aug 2011 - 31 Aug 2011	2,205	1.18%
% Change	46.67%	53.26%

Map Overlay





All traffic sources sent a total of 59,257 visits

11.17% Direct Traffic

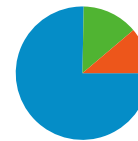
Previous: 10.96% (1.90%)

13.53% Referring Sites

Previous: 14.61% (-7.45%)

75.31% Search Engines

Previous: 74.42% (1.18%)



- **Search Engines**
44,624.00 (75.31%)
- **Referring Sites**
8,015.00 (13.53%)
- **Direct Traffic**
6,618.00 (11.17%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
1 Sep 2011 - 30 Sep 2011	38,462	64.91%
1 Aug 2011 - 31 Aug 2011	39,306	63.84%
% Change	-2.15%	1.67%
(direct) ((none))		
1 Sep 2011 - 30 Sep 2011	6,618	11.17%
1 Aug 2011 - 31 Aug 2011	6,748	10.96%
% Change	-1.93%	1.90%
bing (organic)		
1 Sep 2011 - 30 Sep 2011	2,597	4.38%
1 Aug 2011 - 31 Aug 2011	2,734	4.44%
% Change	-5.01%	-1.31%
navigate.north-ayrshire.gov.uk (referral)		
1 Sep 2011 - 30 Sep 2011	2,065	3.48%
1 Aug 2011 - 31 Aug 2011	2,619	4.25%
% Change	-21.15%	-18.08%
yahoo (organic)		
1 Sep 2011 - 30 Sep 2011	1,398	2.36%
1 Aug 2011 - 31 Aug 2011	1,507	2.45%

Keywords	Visits	% visits
north ayrshire council		
1 Sep 2011 - 30 Sep 2011	9,042	20.26%
1 Aug 2011 - 31 Aug 2011	10,225	22.32%
% Change	-11.57%	-9.20%
north ayrshire council vacancies		
1 Sep 2011 - 30 Sep 2011	1,561	3.50%
1 Aug 2011 - 31 Aug 2011	1,470	3.21%
% Change	6.19%	9.04%
north ayrshire		
1 Sep 2011 - 30 Sep 2011	949	2.13%
1 Aug 2011 - 31 Aug 2011	990	2.16%
% Change	-4.14%	-1.57%
north ayrshire school holidays		
1 Sep 2011 - 30 Sep 2011	673	1.51%
1 Aug 2011 - 31 Aug 2011	982	2.14%
% Change	-31.47%	-29.63%
northayrshirecouncil		
1 Sep 2011 - 30 Sep 2011	311	0.70%
1 Aug 2011 - 31 Aug 2011	329	0.72%

% Change

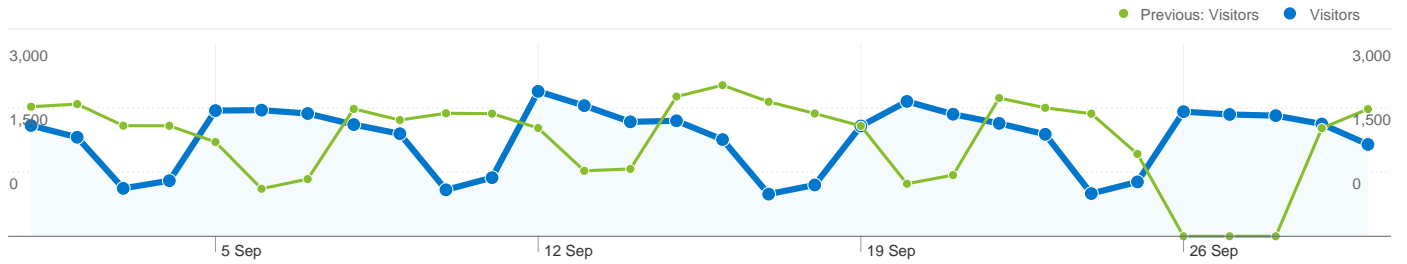
-7.23%

-3.62%

% Change

-5.47%

-2.94%



33,792 people visited this site

59,257 Visits

Previous: 61,567 (-3.75%)

33,792 Absolute Unique Visitors

Previous: 34,481 (-2.00%)

178,546 Pageviews

Previous: 186,577 (-4.30%)

3.01 Average Pageviews

Previous: 3.03 (-0.57%)

00:02:36 Time on Site

Previous: 00:02:29 (5.09%)

52.33% Bounce Rate

Previous: 51.31% (2.00%)

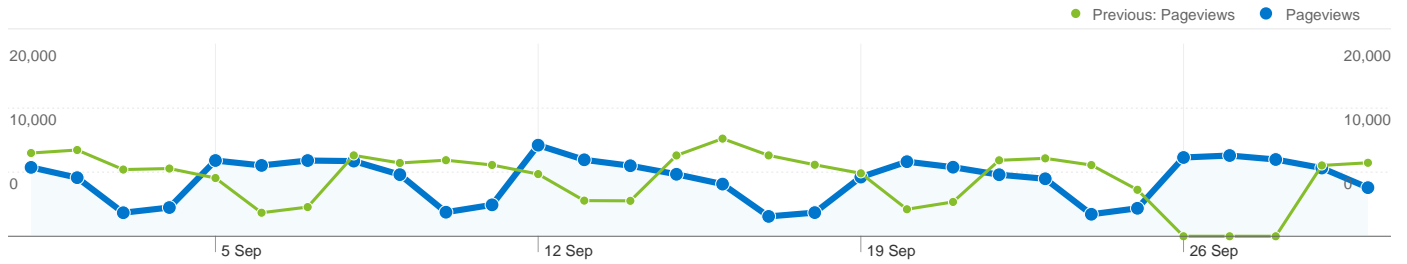
39.64% New Visits

Previous: 38.67% (2.49%)


Technical Profile

Browser	Visits	% visits
Internet Explorer		
1 Sep 2011 - 30 Sep 2011	39,294	66.31%
1 Aug 2011 - 31 Aug 2011	42,480	69.00%
% Change	-7.50%	-3.89%
Firefox		
1 Sep 2011 - 30 Sep 2011	6,667	11.25%
1 Aug 2011 - 31 Aug 2011	6,824	11.08%
% Change	-2.30%	1.51%
Chrome		
1 Sep 2011 - 30 Sep 2011	6,174	10.42%
1 Aug 2011 - 31 Aug 2011	5,874	9.54%

% Change	5.11%	9.20%
Safari		
1 Sep 2011 - 30 Sep 2011	5,329	8.99%
1 Aug 2011 - 31 Aug 2011	4,683	7.61%
% Change	13.79%	18.23%
Android Browser		
1 Sep 2011 - 30 Sep 2011	929	1.57%
1 Aug 2011 - 31 Aug 2011	872	1.42%
% Change	6.54%	10.69%



Pages on this site were viewed a total of 178,546 times

 **178,546 Pageviews**

Previous: 186,577 (-4.30%)

 **127,535 Unique Views**

Previous: 135,472 (-5.86%)

 **52.33% Bounce Rate**

Previous: 51.31% (2.00%)

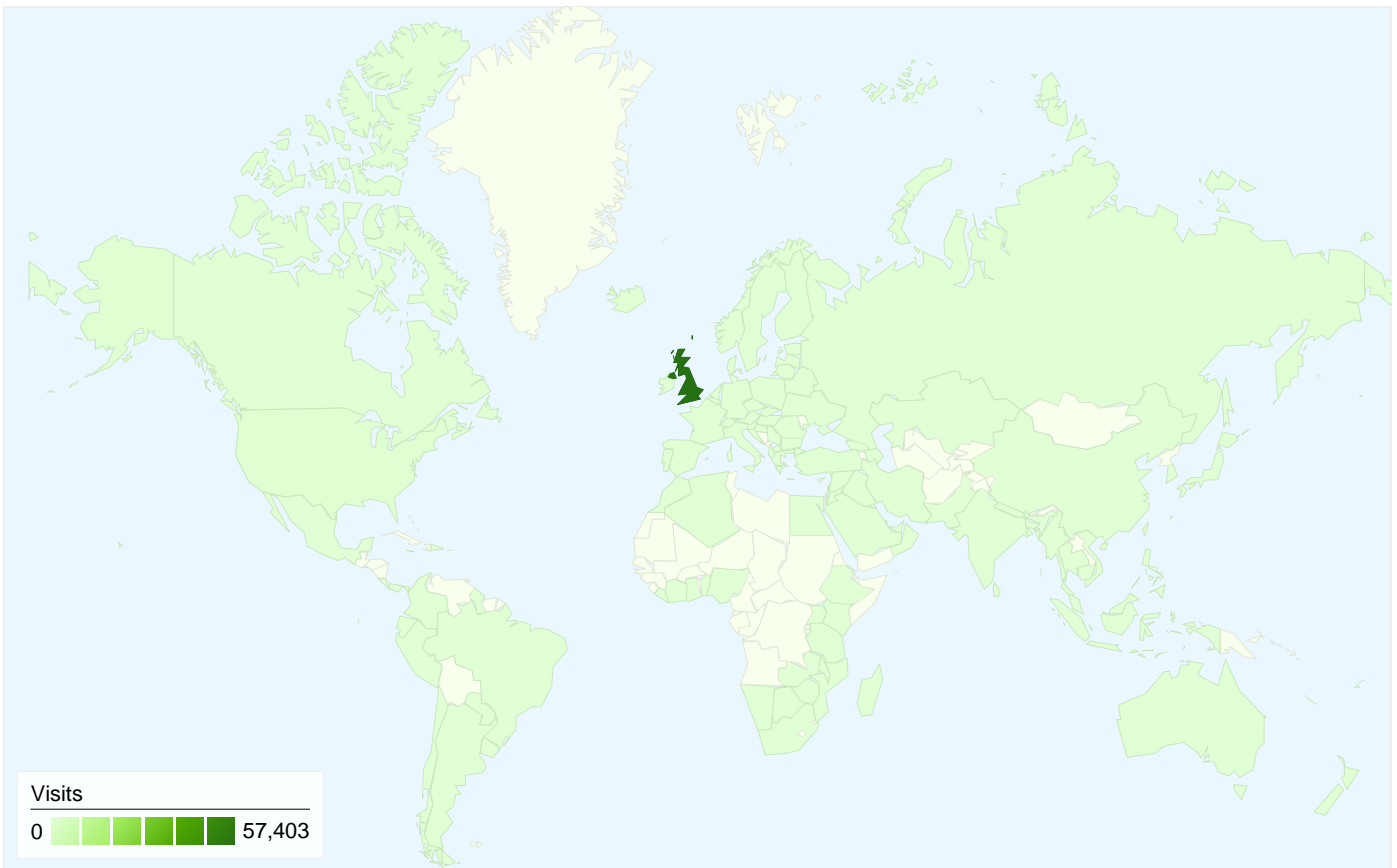
Top Content

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% Change	-0.90%	3.56%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/CouncilVacancies.aspx		
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/EducationAndLearning/Schools/TermHolidayAndClosureDates.aspx		
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1 Aug 2011 - 31 Aug 2011	6,381	3.42%
% Change	-32.52%	-29.48%
/BusinessAndTrade/PlanningAndBuildingStandards/Planning-ApplicationsWarrantsAndCertificates/Planning-		
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% Change	2.31%	6.91%
/EducationAndLearning/AOEC/AboutUs/Webcam.aspx		
1 Sep 2011 - 30 Sep 2011	3,234	1.81%
1 Aug 2011 - 31 Aug 2011	2,205	1.18%

% Change

46.67%

53.26%



59,257 visits came from 127 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
59,257 Previous: 61,567 (-3.75%)	3.01 Previous: 3.03 (-0.57%)	00:02:36 Previous: 00:02:29 (5.09%)	39.65% Previous: 38.69% (2.49%)	52.33% Previous: 51.31% (2.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom					
1 September 2011 - 30 September 2011	57,403	3.02	00:02:38	38.54%	51.97%
1 August 2011 - 31 August 2011	59,548	3.05	00:02:31	37.60%	50.84%
% Change	-3.60%	-1.00%	4.91%	2.50%	2.22%
United States					
1 September 2011 - 30 September 2011	443	2.43	00:01:12	75.40%	66.14%
1 August 2011 - 31 August 2011	501	2.12	00:01:08	78.24%	70.06%
% Change	-11.58%	14.69%	5.93%	-3.64%	-5.60%
(not set)					
1 September 2011 - 30 September 2011	179	2.02	00:01:10	60.89%	61.45%
1 August 2011 - 31 August 2011	280	2.91	00:02:04	55.36%	48.93%
% Change	-36.07%	-30.71%	-43.33%	10.00%	25.60%
India					

1 September 2011 - 30 September 2011	104	1.89	00:02:30	88.46%	75.96%
1 August 2011 - 31 August 2011	102	1.72	00:01:08	80.39%	68.63%
% Change	1.96%	10.41%	120.92%	10.04%	10.69%
Australia					
1 September 2011 - 30 September 2011	102	3.15	00:01:49	80.39%	64.71%
1 August 2011 - 31 August 2011	93	2.30	00:01:16	84.95%	70.97%
% Change	9.68%	36.76%	42.47%	-5.36%	-8.82%
Germany					
1 September 2011 - 30 September 2011	98	3.78	00:01:53	67.35%	50.00%
1 August 2011 - 31 August 2011	96	2.16	00:01:10	55.21%	60.42%
% Change	2.08%	75.10%	62.24%	21.99%	-17.24%
Canada					
1 September 2011 - 30 September 2011	93	2.67	00:01:15	88.17%	66.67%
1 August 2011 - 31 August 2011	133	4.07	00:02:18	68.42%	57.14%
% Change	-30.08%	-34.44%	-45.20%	28.87%	16.67%
Ireland					
1 September 2011 - 30 September 2011	87	2.85	00:02:13	73.56%	58.62%
1 August 2011 - 31 August 2011	92	1.75	00:01:01	73.91%	63.04%
% Change	-5.43%	62.89%	118.25%	-0.47%	-7.02%
France					
1 September 2011 - 30 September 2011	73	2.84	00:05:28	65.75%	53.42%
1 August 2011 - 31 August 2011	63	2.05	00:01:06	58.73%	63.49%
% Change	15.87%	38.48%	397.07%	11.96%	-15.86%
Netherlands					
1 September 2011 - 30 September 2011	66	2.33	00:01:50	43.94%	50.00%
1 August 2011 - 31 August 2011	85	3.34	00:01:50	37.65%	36.47%
% Change	-22.35%	-30.16%	-0.15%	16.71%	37.10%

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