

Site Usage

30,725 Visits

73.77% Bounce Rate

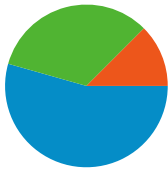
44,547 Pageviews

00:01:24 Avg. Time on Site

1.45 Pages/Visit

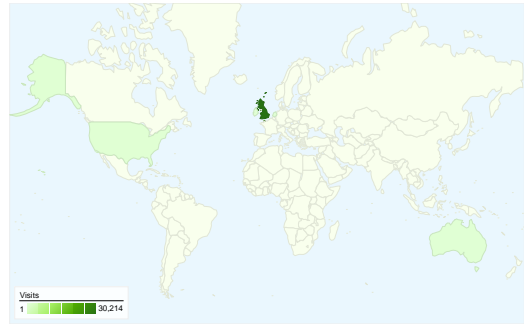
40.64% % New Visits

Traffic Sources Overview

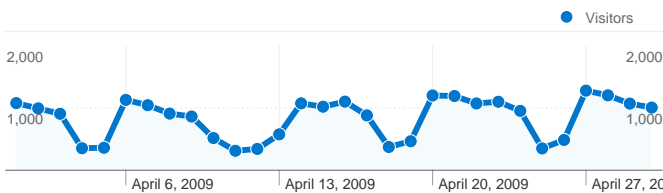


- **Search Engines**
16,712.00 (54.39%)
- **Direct Traffic**
10,173.00 (33.11%)
- **Referring Sites**
3,840.00 (12.50%)

Map Overlay world



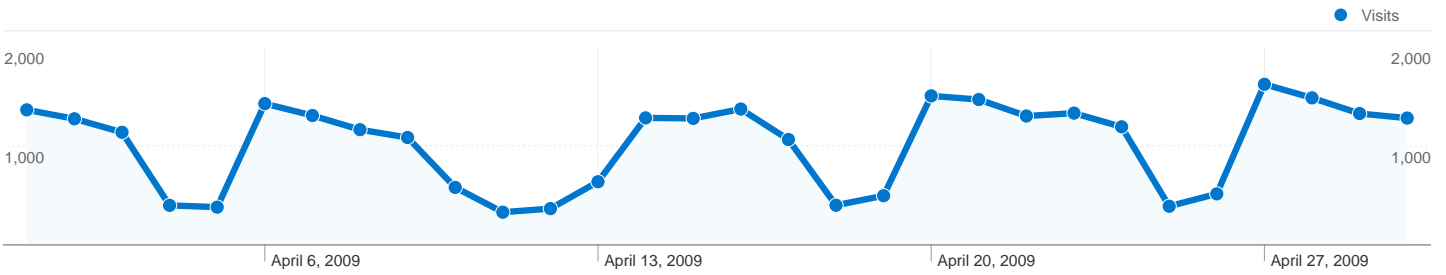
Visitors Overview




Visitors
17,375

Content Overview

Pages	Pageviews	% Pageviews
/	39,908	89.59%
/na/home.nsf/HomePage?Open	2,692	6.04%
/na/Home.nsf/HomePage?Ope	1,351	3.03%
/na/Home.nsf/HomePage?Rea	298	0.67%
/na/home.nsf/HomePage?Read	277	0.62%

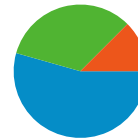


All traffic sources sent a total of 30,725 visits

 **33.11%** Direct Traffic

 **12.50%** Referring Sites

 **54.39%** Search Engines



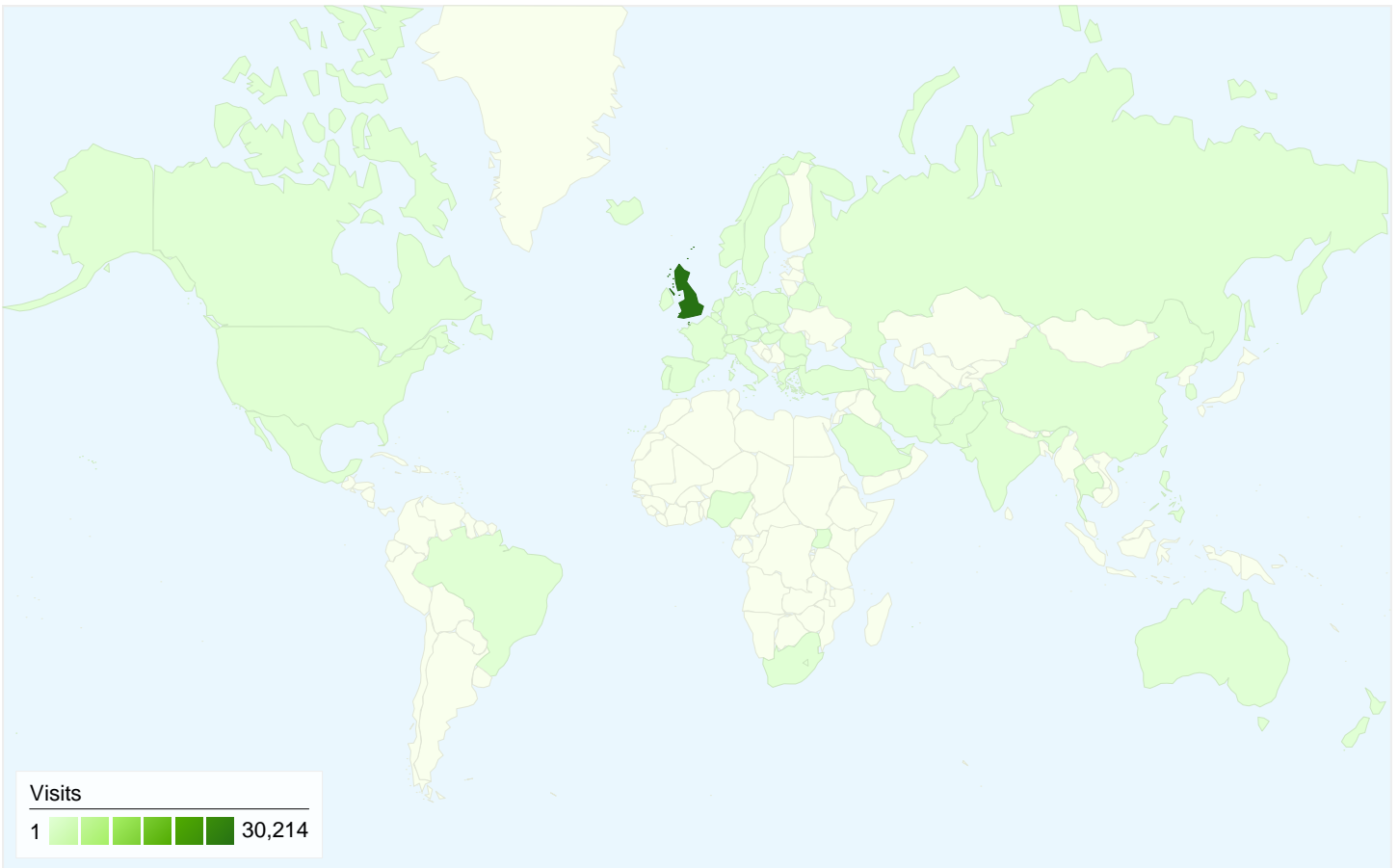
Search Engines
16,712.00 (54.39%)

Direct Traffic
10,173.00 (33.11%)

Referring Sites
3,840.00 (12.50%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	11,876	38.65%	north ayrshire council	9,759	58.40%
(direct) ((none))	10,173	33.11%	north ayrshire	1,733	10.37%
yahoo (organic)	1,583	5.15%	north ayrshire council	293	1.75%
aol (organic)	991	3.23%	nac	263	1.57%
msn (organic)	877	2.85%	www.north-ayrshire.gov.uk	242	1.45%

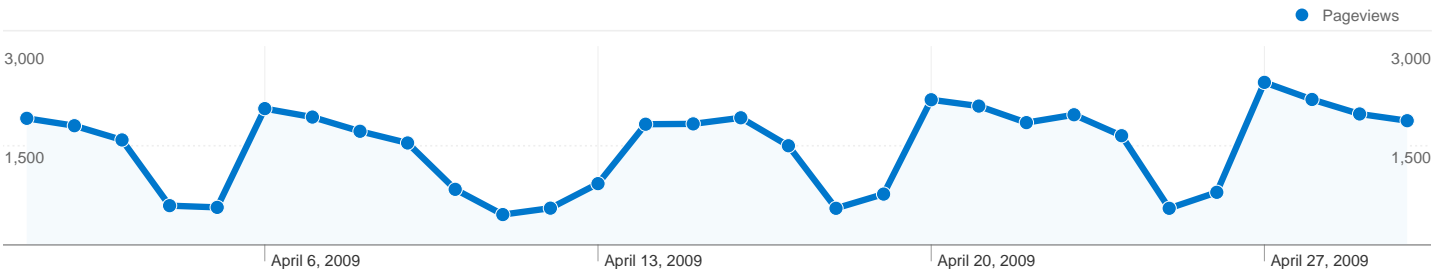


30,725 visits came from 59 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	30,214	1.45	00:01:24	40.12%	73.77%
United States	147	1.39	00:00:58	66.67%	76.87%
Netherlands	44	1.55	00:00:29	56.82%	63.64%
Ireland	36	1.25	00:00:36	83.33%	77.78%
Australia	33	1.61	00:02:14	72.73%	66.67%
(not set)	27	1.44	00:00:42	40.74%	74.07%
Spain	21	1.38	00:00:40	57.14%	66.67%
Canada	21	1.24	00:00:56	95.24%	80.95%
Germany	18	1.11	00:00:05	55.56%	94.44%

France	17	1.53	00:01:17	88.24%	58.82%
					1 - 10 of 59



Pages on this site were viewed a total of 44,547 times

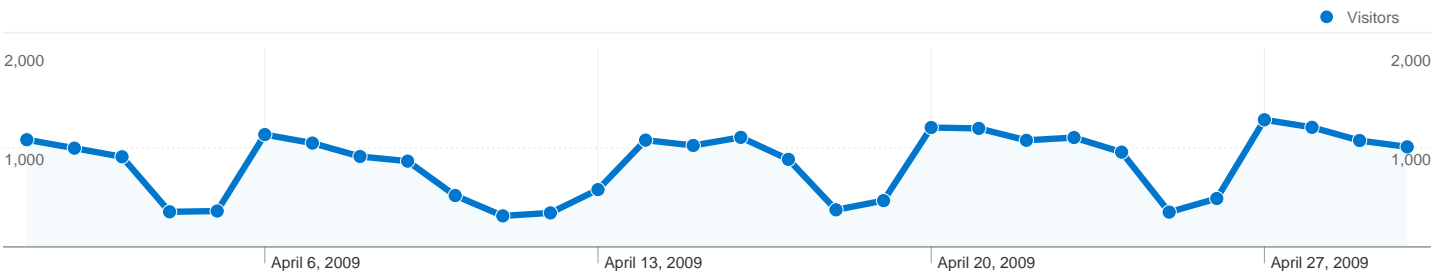
 **44,547** Pageviews

 **32,159** Unique Views

 **73.77%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	39,908	89.59%
/na/home.nsf/HomePage?OpenForm=	2,692	6.04%
/na/Home.nsf/HomePage?OpenForm=	1,351	3.03%
/na/Home.nsf/HomePage?ReadForm=	298	0.67%
/na/home.nsf/HomePage?ReadForm=	277	0.62%



17,375 people visited this site

30,725 Visits

17,375 Absolute Unique Visitors

44,547 Pageviews

1.45 Average Pageviews

00:01:24 Time on Site

73.77% Bounce Rate

40.64% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	26,152	85.12%	DSL	12,473	40.60%
Firefox	3,136	10.21%	T1	7,903	25.72%
Safari	919	2.99%	Unknown	6,530	21.25%
Chrome	209	0.68%	Cable	2,104	6.85%
Mozilla	152	0.49%	OC3	1,290	4.20%