

### Site Usage

**50,679 Visits**

Previous: 28,389 (78.52%)

**34.71% Bounce Rate**

Previous: 66.06% (-47.46%)

**197,305 Page Views**

Previous: 54,393 (262.74%)

**00:02:38 Avg. Time on Site**

Previous: 00:01:33 (69.81%)

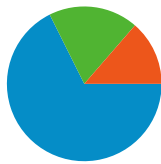
**3.89 Pages/Visit**

Previous: 1.92 (103.20%)

**42.93% % New Visits**

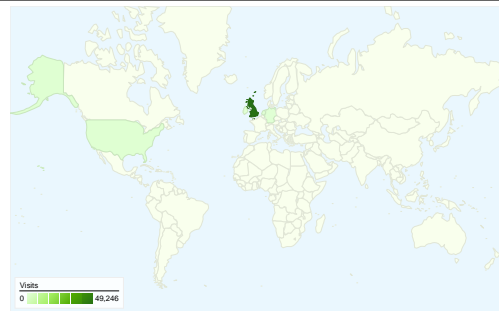
Previous: 39.73% (8.06%)

### Traffic Sources Overview



- **Search Engines**  
34,273.00 (67.63%)
- **Direct Traffic**  
9,501.00 (18.75%)
- **Referring Sites**  
6,905.00 (13.62%)

### Map Overlay world

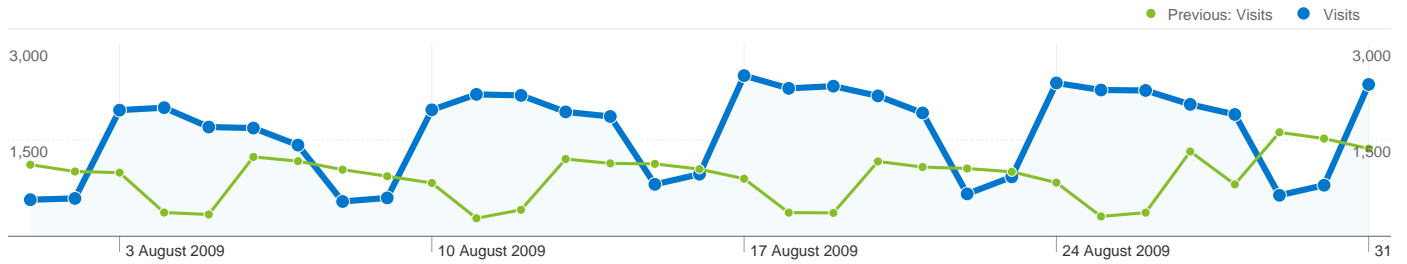


### Visitors Overview



**Visitors**  
**28,926**

Content Overview		
Pages	Page Views	% Page Views
/		
1 Aug 2009 - 31 Aug 2009	48,999	24.83%
1 Jul 2009 - 31 Jul 2009	36,241	66.63%
% Change	35.20%	-62.73%
/councilandgovernment/equalitydiversityandcitizenship/councilv		
1 Aug 2009 - 31 Aug 2009	14,854	7.53%
1 Jul 2009 - 31 Jul 2009	1,662	3.06%
% Change	793.74%	146.39%
/Home.aspx		
1 Aug 2009 - 31 Aug 2009	8,677	4.40%
1 Jul 2009 - 31 Jul 2009	1,257	2.31%
% Change	590.29%	90.30%
/businessandtrade/planningandbuildingstandards/planning-		
1 Aug 2009 - 31 Aug 2009	5,684	2.88%
1 Jul 2009 - 31 Jul 2009	831	1.53%
% Change	584.00%	88.56%
/educationandlearning/nurseriesandplaygroups/termholidayand		
1 Aug 2009 - 31 Aug 2009	4,625	2.34%
1 Jul 2009 - 31 Jul 2009	524	0.96%
% Change	782.63%	143.32%



## All traffic sources sent a total of 50,679 visits

### 18.75% Direct Traffic

Previous: 33.38% (-43.84%)

### 13.62% Referring Sites

Previous: 12.37% (10.14%)

### 67.63% Search Engines

Previous: 54.25% (24.67%)



- **Search Engines**  
34,273.00 (67.63%)
- **Direct Traffic**  
9,501.00 (18.75%)
- **Referring Sites**  
6,905.00 (13.62%)

## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
1 Aug 2009 - 31 Aug 2009	27,884	55.02%
1 Jul 2009 - 31 Jul 2009	11,238	39.59%
% Change	148.12%	38.99%
(direct) ((none))		
1 Aug 2009 - 31 Aug 2009	9,501	18.75%
1 Jul 2009 - 31 Jul 2009	9,477	33.38%
% Change	0.25%	-43.84%
yahoo (organic)		
1 Aug 2009 - 31 Aug 2009	2,359	4.65%
1 Jul 2009 - 31 Jul 2009	1,557	5.48%
% Change	51.51%	-15.13%
bing (organic)		
1 Aug 2009 - 31 Aug 2009	1,668	3.29%
1 Jul 2009 - 31 Jul 2009	1,219	4.29%
% Change	36.83%	-23.35%
aol (organic)		
1 Aug 2009 - 31 Aug 2009	1,517	2.99%
1 Jul 2009 - 31 Jul 2009	823	2.90%

Keywords	Visits	% visits
north ayrshire council		
1 Aug 2009 - 31 Aug 2009	11,839	34.54%
1 Jul 2009 - 31 Jul 2009	9,114	59.18%
% Change	29.90%	-41.63%
north ayrshire		
1 Aug 2009 - 31 Aug 2009	1,671	4.88%
1 Jul 2009 - 31 Jul 2009	1,204	7.82%
% Change	38.79%	-37.64%
north ayrshire council vacancies		
1 Aug 2009 - 31 Aug 2009	1,448	4.22%
1 Jul 2009 - 31 Jul 2009	302	1.96%
% Change	379.47%	115.44%
north ayrshire school holidays		
1 Aug 2009 - 31 Aug 2009	443	1.29%
1 Jul 2009 - 31 Jul 2009	22	0.14%
% Change	1,913.64%	804.79%
north ayrshire council jobs		
1 Aug 2009 - 31 Aug 2009	361	1.05%
1 Jul 2009 - 31 Jul 2009	64	0.42%

% Change

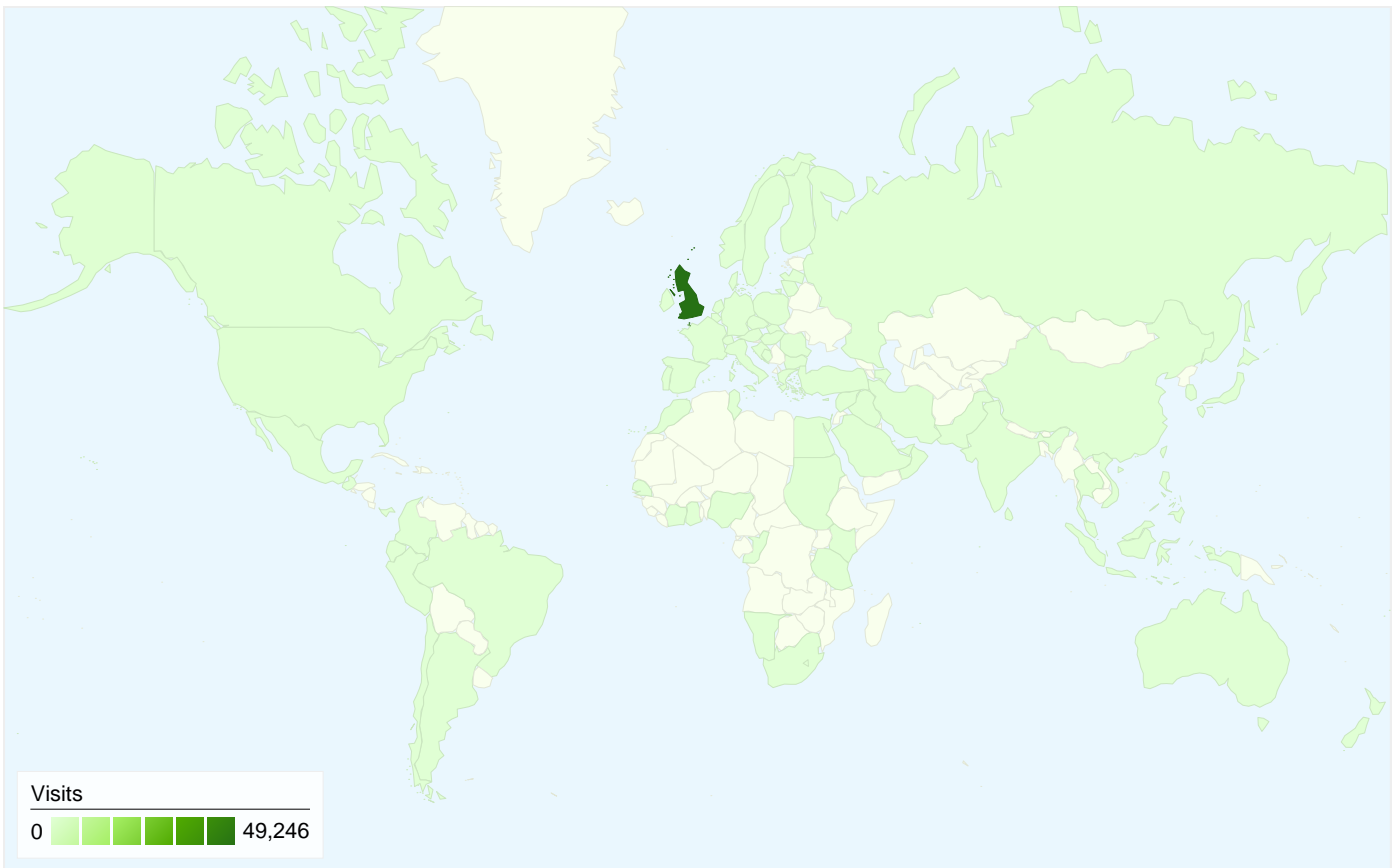
84.33%

3.25%

% Change

464.06%

153.45%



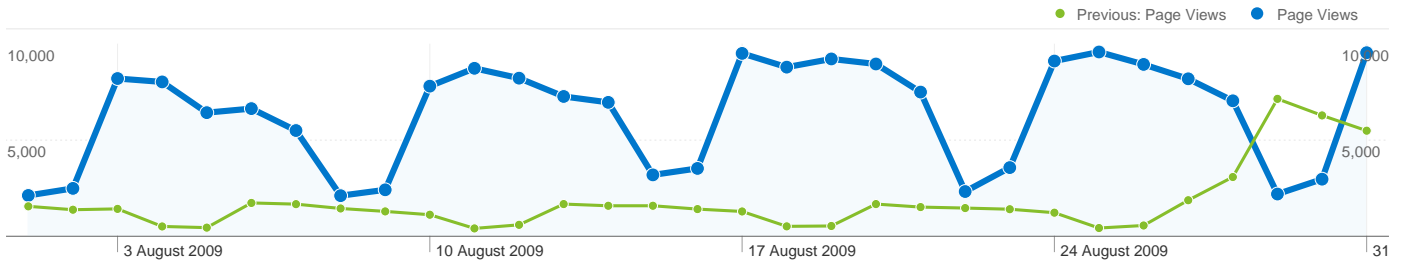
**50,679 visits came from 96 countries/territories**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>50,679</b> Previous: 28,389 (78.52%)	<b>3.89</b> Previous: 1.92 (103.20%)	<b>00:02:38</b> Previous: 00:01:33 (69.81%)	<b>42.96%</b> Previous: 39.76% (8.06%)	<b>34.71%</b> Previous: 66.06% (-47.46%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United Kingdom</b>					
1 August 2009 - 31 August 2009	<b>49,246</b>	3.93	00:02:40	41.86%	33.86%
1 July 2009 - 31 July 2009	<b>27,879</b>	1.92	00:01:34	39.22%	66.00%
% Change	<b>76.64%</b>	104.84%	70.97%	6.75%	-48.69%
<b>United States</b>					
1 August 2009 - 31 August 2009	<b>311</b>	2.25	00:01:15	86.50%	69.45%
1 July 2009 - 31 July 2009	<b>102</b>	1.40	00:00:44	75.49%	78.43%
% Change	<b>204.90%</b>	60.55%	70.73%	14.58%	-11.45%
<b>Ireland</b>					
1 August 2009 - 31 August 2009	<b>157</b>	1.60	00:00:31	95.54%	84.71%
1 July 2009 - 31 July 2009	<b>29</b>	1.59	00:00:35	79.31%	72.41%
% Change	<b>441.38%</b>	0.79%	-12.23%	20.47%	16.99%
<b>Netherlands</b>					

1 August 2009 - 31 August 2009	<b>108</b>	3.50	00:02:27	50.00%	38.89%
1 July 2009 - 31 July 2009	<b>62</b>	2.39	00:01:25	59.68%	61.29%
% Change	<b>74.19%</b>	46.62%	72.14%	<b>-16.22%</b>	<b>-36.55%</b>
Germany					
1 August 2009 - 31 August 2009	<b>104</b>	3.39	00:01:46	63.46%	49.04%
1 July 2009 - 31 July 2009	<b>43</b>	1.84	00:01:50	46.51%	72.09%
% Change	<b>141.86%</b>	84.75%	<b>-3.44%</b>	36.44%	<b>-31.98%</b>
Canada					
1 August 2009 - 31 August 2009	<b>80</b>	1.59	00:00:53	88.75%	71.25%
1 July 2009 - 31 July 2009	<b>17</b>	1.94	00:01:10	82.35%	52.94%
% Change	<b>370.59%</b>	<b>-18.22%</b>	<b>-24.88%</b>	7.77%	<b>34.58%</b>
Australia					
1 August 2009 - 31 August 2009	<b>72</b>	1.93	00:01:25	93.06%	79.17%
1 July 2009 - 31 July 2009	<b>26</b>	1.85	00:01:15	65.38%	61.54%
% Change	<b>176.92%</b>	4.57%	13.47%	42.32%	<b>28.65%</b>
France					
1 August 2009 - 31 August 2009	<b>70</b>	3.26	00:02:30	62.86%	37.14%
1 July 2009 - 31 July 2009	<b>16</b>	1.69	00:00:53	93.75%	68.75%
% Change	<b>337.50%</b>	93.02%	182.06%	<b>-32.95%</b>	<b>-45.97%</b>
India					
1 August 2009 - 31 August 2009	<b>63</b>	1.81	00:01:50	88.89%	65.08%
1 July 2009 - 31 July 2009	<b>20</b>	1.20	00:00:47	90.00%	80.00%
% Change	<b>215.00%</b>	50.79%	136.10%	<b>-1.23%</b>	<b>-18.65%</b>
(not set)					
1 August 2009 - 31 August 2009	<b>51</b>	4.27	00:02:06	52.94%	49.02%
1 July 2009 - 31 July 2009	<b>33</b>	1.76	00:00:40	27.27%	66.67%
% Change	<b>54.55%</b>	143.20%	212.48%	94.12%	<b>-26.47%</b>

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**Pages on this site were viewed a total of 197,305 times**

 **197,305 Page Views**

Previous: 54,393 (262.74%)

 **134,962 Unique Views**

Previous: 38,821 (247.65%)

 **34.71% Bounce Rate**

Previous: 66.06% (-47.46%)

## Top Content

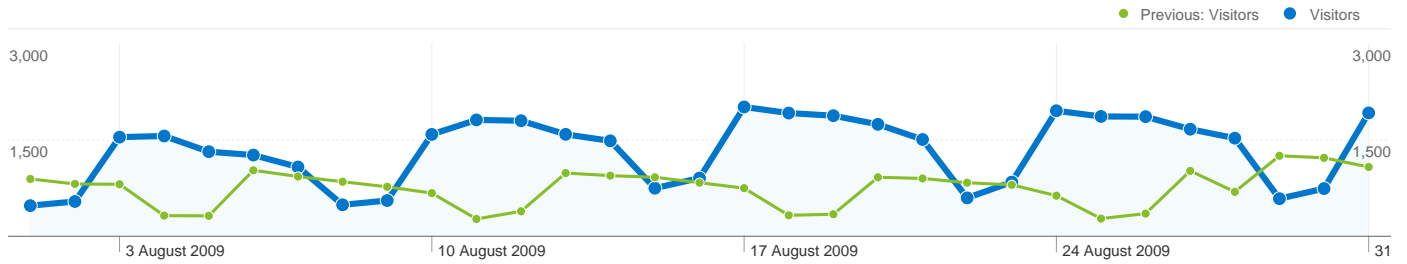
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1 Jul 2009 - 31 Jul 2009	1,257	2.31%
% Change	590.29%	90.30%
/businessandtrade/planningandbuildingstandards/planning-applicationswarrantsandcertificates/planning-		
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1 Aug 2009 - 31 Aug 2009	4,625	2.34%
1 Jul 2009 - 31 Jul 2009	524	0.96%

% Change

782.63%

143.32%

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## 28,926 people visited this site

 **50,679 Visits**

Previous: 28,389 (78.52%)

 **28,926 Absolute Unique Visitors**

Previous: 16,010 (80.67%)

 **197,305 Page Views**


Previous: 54,393 (262.74%)

 **3.89 Average Page Views**

Previous: 1.92 (103.20%)

 **00:02:38 Time on Site**

Previous: 00:01:33 (69.81%)

 **34.71% Bounce Rate**

Previous: 66.06% (-47.46%)

 **42.93% New Visits**

Previous: 39.73% (8.06%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
<b>Internet Explorer</b>			<b>DSL</b>		
1 Aug 2009 - 31 Aug 2009	42,495	83.85%	1 Aug 2009 - 31 Aug 2009	20,822	41.09%
1 Jul 2009 - 31 Jul 2009	24,381	85.88%	1 Jul 2009 - 31 Jul 2009	11,190	39.42%
% Change	74.30%	-2.36%	% Change	86.08%	4.24%
<b>Firefox</b>			<b>T1</b>		
1 Aug 2009 - 31 Aug 2009	5,260	10.38%	1 Aug 2009 - 31 Aug 2009	12,394	24.46%
1 Jul 2009 - 31 Jul 2009	2,858	10.07%	1 Jul 2009 - 31 Jul 2009	7,326	25.81%
% Change	84.04%	3.10%	% Change	69.18%	-5.23%
<b>Safari</b>			<b>Unknown</b>		
1 Aug 2009 - 31 Aug 2009	1,794	3.54%	1 Aug 2009 - 31 Aug 2009	11,619	22.93%
1 Jul 2009 - 31 Jul 2009	592	2.09%	1 Jul 2009 - 31 Jul 2009	6,618	23.31%

% Change	203.04%	69.76%
Chrome		
1 Aug 2009 - 31 Aug 2009	654	1.29%
1 Jul 2009 - 31 Jul 2009	339	1.19%
% Change	92.92%	8.07%
Mozilla		
1 Aug 2009 - 31 Aug 2009	256	0.51%
1 Jul 2009 - 31 Jul 2009	95	0.33%
% Change	169.47%	50.95%

% Change	75.57%	-1.65%
Cable		
1 Aug 2009 - 31 Aug 2009	3,596	7.10%
1 Jul 2009 - 31 Jul 2009	1,946	6.85%
% Change	84.79%	3.51%
OC3		
1 Aug 2009 - 31 Aug 2009	1,563	3.08%
1 Jul 2009 - 31 Jul 2009	925	3.26%
% Change	68.97%	-5.35%