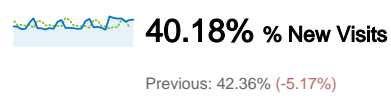
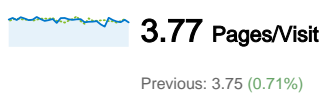
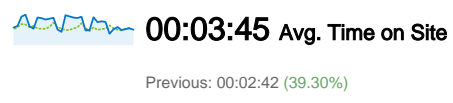
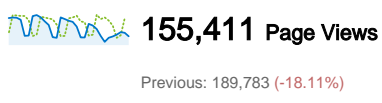
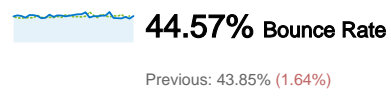
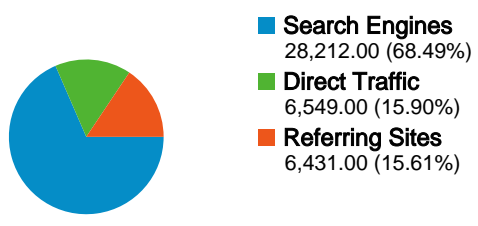


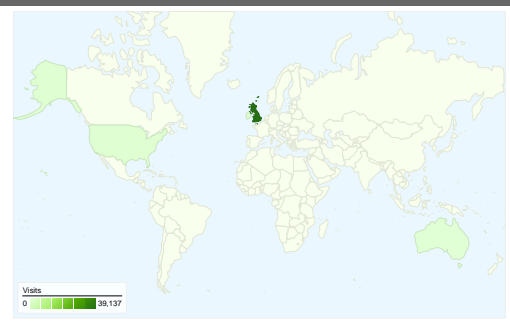
## Site Usage



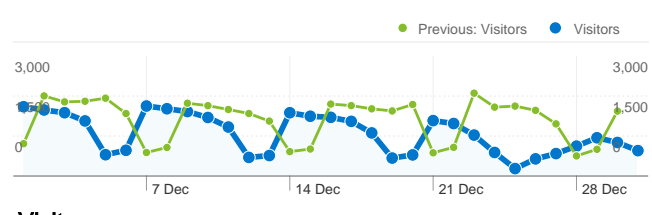
## Traffic Sources Overview



## Map Overlay world

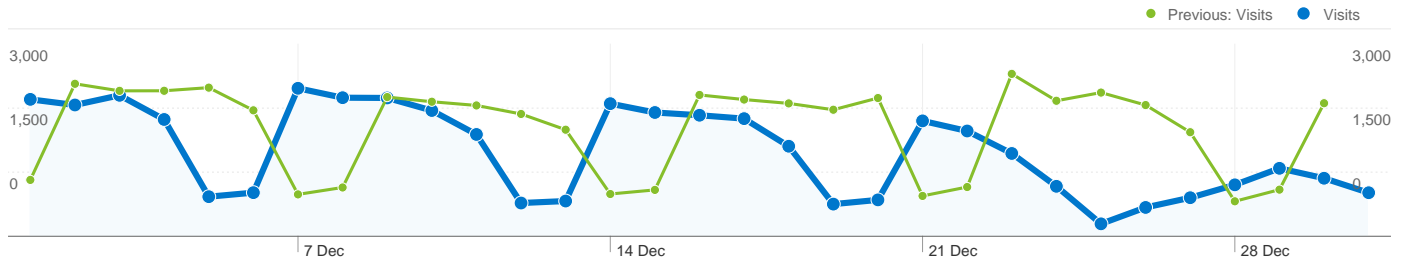


## Visitors Overview



**Visitors**  
**23,653**

Content Overview		
Pages	Page Views	% Page Views
/		
1 Dec 2009 - 31 Dec 2009	39,077	25.14%
1 Nov 2009 - 30 Nov 2009	40,548	21.37%
% Change	-3.63%	17.69%
/councilandgovernment/equalitydiversityandcitizenship/councilv		
1 Dec 2009 - 31 Dec 2009	6,613	4.26%
1 Nov 2009 - 30 Nov 2009	10,673	5.62%
% Change	-38.04%	-24.34%
/Home.aspx		
1 Dec 2009 - 31 Dec 2009	5,910	3.80%
1 Nov 2009 - 30 Nov 2009	6,607	3.48%
% Change	-10.55%	9.23%
/businessandtrade/planningandbuildingstandards/planning-		
1 Dec 2009 - 31 Dec 2009	3,312	2.13%
1 Nov 2009 - 30 Nov 2009	4,859	2.56%
% Change	-31.84%	-16.76%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Coun		
1 Dec 2009 - 31 Dec 2009	2,443	1.57%
1 Nov 2009 - 30 Nov 2009	3,698	1.95%
% Change	-33.94%	-19.33%



## All traffic sources sent a total of 41,192 visits

### 15.90% Direct Traffic

Previous: 13.50% (17.78%)

### 15.61% Referring Sites

Previous: 15.91% (-1.84%)

### 68.49% Search Engines

Previous: 70.60% (-2.99%)



- **Search Engines**  
28,212.00 (68.49%)
- **Direct Traffic**  
6,549.00 (15.90%)
- **Referring Sites**  
6,431.00 (15.61%)

## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
1 Dec 2009 - 31 Dec 2009	23,786	57.74%
1 Nov 2009 - 30 Nov 2009	30,225	59.67%
% Change	-21.30%	-3.22%
(direct) ((none))		
1 Dec 2009 - 31 Dec 2009	6,549	15.90%
1 Nov 2009 - 30 Nov 2009	6,838	13.50%
% Change	-4.23%	17.78%
bing (organic)		
1 Dec 2009 - 31 Dec 2009	1,555	3.78%
1 Nov 2009 - 30 Nov 2009	1,789	3.53%
% Change	-13.08%	6.89%
yahoo (organic)		
1 Dec 2009 - 31 Dec 2009	1,179	2.86%
1 Nov 2009 - 30 Nov 2009	1,592	3.14%
% Change	-25.94%	-8.93%
aol (organic)		
1 Dec 2009 - 31 Dec 2009	1,069	2.60%
1 Nov 2009 - 30 Nov 2009	1,306	2.58%

Keywords	Visits	% visits
north ayrshire council		
1 Dec 2009 - 31 Dec 2009	7,780	27.58%
1 Nov 2009 - 30 Nov 2009	9,841	27.52%
% Change	-20.94%	0.21%
north ayrshire council vacancies		
1 Dec 2009 - 31 Dec 2009	1,157	4.10%
1 Nov 2009 - 30 Nov 2009	1,787	5.00%
% Change	-35.25%	-17.93%
north ayrshire		
1 Dec 2009 - 31 Dec 2009	986	3.49%
1 Nov 2009 - 30 Nov 2009	1,378	3.85%
% Change	-28.45%	-9.30%
north ayrshire school holidays		
1 Dec 2009 - 31 Dec 2009	355	1.26%
1 Nov 2009 - 30 Nov 2009	467	1.31%
% Change	-23.98%	-3.64%
northayrshirecouncil		
1 Dec 2009 - 31 Dec 2009	256	0.91%
1 Nov 2009 - 30 Nov 2009	271	0.76%

% Change

-18.15%

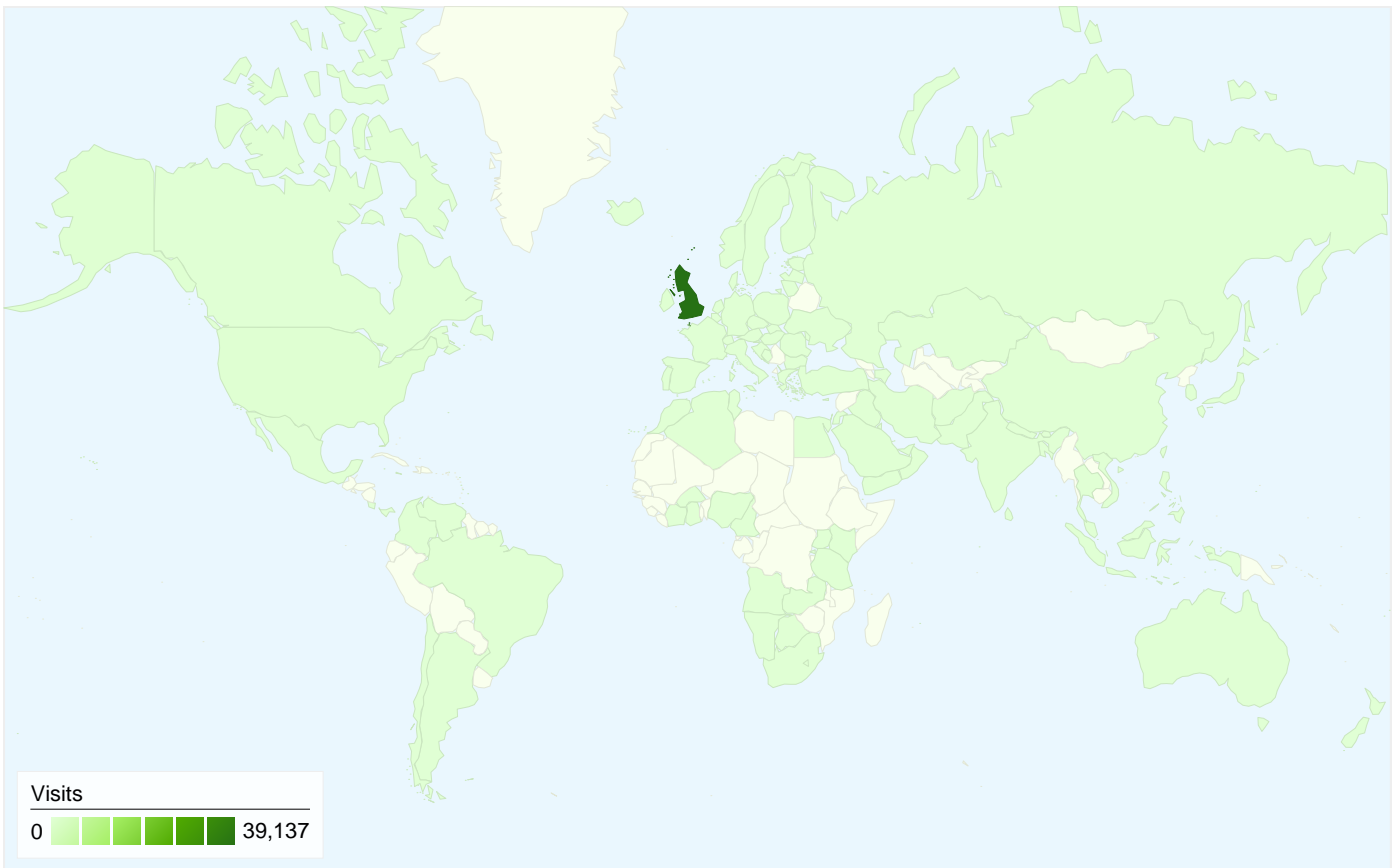
0.66%

% Change

-5.54%

19.75%

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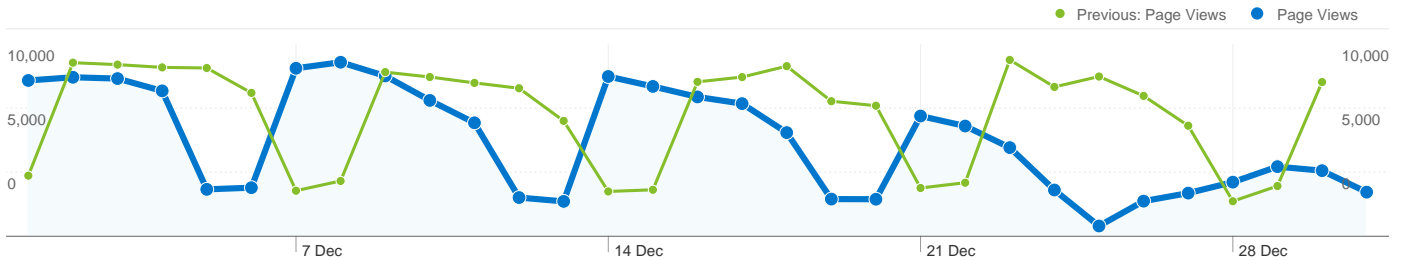
**41,192 visits came from 121 countries/territories**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>41,192</b> Previous: 50,657 (-18.68%)	<b>3.77</b> Previous: 3.75 (0.71%)	<b>00:03:45</b> Previous: 00:02:42 (39.30%)	<b>40.22%</b> Previous: 42.40% (-5.15%)	<b>44.57%</b> Previous: 43.85% (1.64%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United Kingdom</b>					
1 December 2009 - 31 December 2009	<b>39,137</b>	3.84	00:03:53	38.41%	43.36%
1 November 2009 - 30 November 2009	<b>47,536</b>	3.79	00:02:46	40.75%	42.88%
% Change	<b>-17.67%</b>	1.23%	40.58%	<b>-5.75%</b>	<b>1.12%</b>
(not set)					
1 December 2009 - 31 December 2009	<b>470</b>	4.14	00:02:17	42.55%	40.64%
1 November 2009 - 30 November 2009	<b>1,320</b>	4.21	00:02:19	43.48%	37.05%
% Change	<b>-64.39%</b>	-1.56%	-1.32%	<b>-2.14%</b>	<b>9.70%</b>
<b>United States</b>					
1 December 2009 - 31 December 2009	<b>345</b>	1.81	00:00:54	86.09%	77.68%
1 November 2009 - 30 November 2009	<b>333</b>	1.79	00:00:55	88.29%	78.68%
% Change	<b>3.60%</b>	0.89%	-1.70%	<b>-2.49%</b>	-1.27%
<b>Ireland</b>					

1 December 2009 - 31 December 2009	<b>315</b>	1.08	00:00:06	98.41%	95.24%
1 November 2009 - 30 November 2009	<b>341</b>	1.23	00:00:21	96.19%	92.08%
% Change	<b>-7.62%</b>	<b>-12.57%</b>	<b>-73.30%</b>	<b>2.31%</b>	<b>3.43%</b>
Australia					
1 December 2009 - 31 December 2009	<b>101</b>	3.41	00:01:06	70.30%	62.38%
1 November 2009 - 30 November 2009	<b>144</b>	2.83	00:02:14	72.22%	65.97%
% Change	<b>-29.86%</b>	<b>20.21%</b>	<b>-50.63%</b>	<b>-2.67%</b>	<b>-5.45%</b>
Canada					
1 December 2009 - 31 December 2009	<b>89</b>	2.91	00:02:54	82.02%	66.29%
1 November 2009 - 30 November 2009	<b>110</b>	1.79	00:00:35	92.73%	75.45%
% Change	<b>-19.09%</b>	<b>62.49%</b>	<b>394.99%</b>	<b>-11.54%</b>	<b>-12.14%</b>
Netherlands					
1 December 2009 - 31 December 2009	<b>86</b>	3.07	00:02:31	58.14%	50.00%
1 November 2009 - 30 November 2009	<b>111</b>	3.32	00:01:30	58.56%	50.45%
% Change	<b>-22.52%</b>	<b>-7.41%</b>	<b>68.11%</b>	<b>-0.72%</b>	<b>-0.89%</b>
India					
1 December 2009 - 31 December 2009	<b>81</b>	1.96	00:00:47	81.48%	65.43%
1 November 2009 - 30 November 2009	<b>87</b>	1.91	00:01:41	80.46%	60.92%
% Change	<b>-6.90%</b>	<b>2.88%</b>	<b>-53.84%</b>	<b>1.27%</b>	<b>7.41%</b>
Germany					
1 December 2009 - 31 December 2009	<b>66</b>	2.71	00:01:39	69.70%	63.64%
1 November 2009 - 30 November 2009	<b>85</b>	5.24	00:02:31	69.41%	51.76%
% Change	<b>-22.35%</b>	<b>-48.20%</b>	<b>-34.57%</b>	<b>0.41%</b>	<b>22.93%</b>
France					
1 December 2009 - 31 December 2009	<b>45</b>	2.42	00:00:52	84.44%	68.89%
1 November 2009 - 30 November 2009	<b>56</b>	2.23	00:01:16	69.64%	66.07%
% Change	<b>-19.64%</b>	<b>8.52%</b>	<b>-31.78%</b>	<b>21.25%</b>	<b>4.26%</b>

1 - 10 of 121



**Pages on this site were viewed a total of 155,411 times**



**155,411 Page Views**

Previous: 189,783 (-18.11%)



**105,875 Unique Views**

Previous: 131,394 (-19.42%)



**44.57% Bounce Rate**

Previous: 43.85% (1.64%)

## Top Content

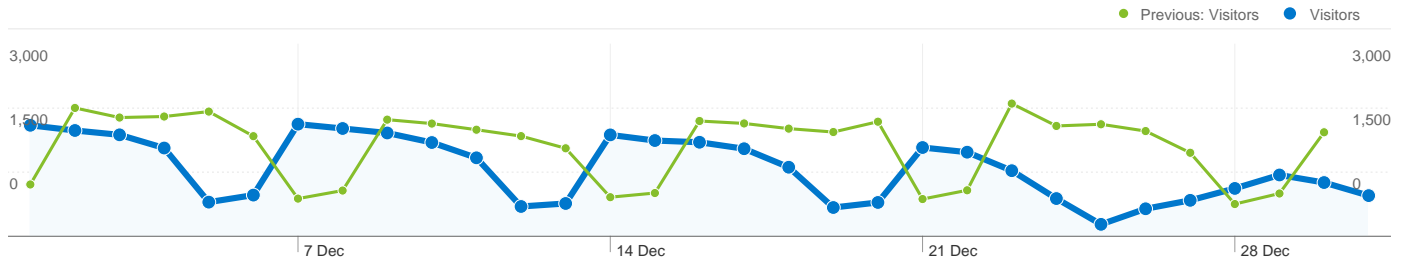
Pages	Page Views	% Page Views
/		
1 Dec 2009 - 31 Dec 2009	39,077	25.14%
1 Nov 2009 - 30 Nov 2009	40,548	21.37%
% Change	-3.63%	17.69%
/councilandgovernment/equalitydiversityandcitizenship/councilvacancies.aspx		
1 Dec 2009 - 31 Dec 2009	6,613	4.26%
1 Nov 2009 - 30 Nov 2009	10,673	5.62%
% Change	-38.04%	-24.34%
/Home.aspx		
1 Dec 2009 - 31 Dec 2009	5,910	3.80%
1 Nov 2009 - 30 Nov 2009	6,607	3.48%
% Change	-10.55%	9.23%
/businessandtrade/planningandbuildingstandards/planning-applicationswarrantsandcertificates/planning-		
1 Dec 2009 - 31 Dec 2009	3,312	2.13%
1 Nov 2009 - 30 Nov 2009	4,859	2.56%
% Change	-31.84%	-16.76%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/CouncilVacancies.aspx		
1 Dec 2009 - 31 Dec 2009	2,443	1.57%
1 Nov 2009 - 30 Nov 2009	3,698	1.95%

% Change

-33.94%

-19.33%

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## 23,653 people visited this site

 **41,192 Visits**

Previous: 50,657 (-18.68%)

 **23,653 Absolute Unique Visitors**


Previous: 29,957 (-21.04%)

 **155,411 Page Views**

Previous: 189,783 (-18.11%)

 **3.77 Average Page Views**


Previous: 3.75 (0.71%)

 **00:03:45 Time on Site**

Previous: 00:02:42 (39.30%)

 **44.57% Bounce Rate**

Previous: 43.85% (1.64%)

 **40.18% New Visits**

Previous: 42.36% (-5.17%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
<b>Internet Explorer</b>			<b>DSL</b>		
1 Dec 2009 - 31 Dec 2009	34,087	82.75%	1 Dec 2009 - 31 Dec 2009	13,370	32.46%
1 Nov 2009 - 30 Nov 2009	41,920	82.75%	1 Nov 2009 - 30 Nov 2009	18,841	37.19%
% Change	<b>-18.69%</b>	<b>-0.00%</b>	% Change	<b>-29.04%</b>	<b>-12.73%</b>
<b>Firefox</b>			<b>T1</b>		
1 Dec 2009 - 31 Dec 2009	4,278	10.39%	1 Dec 2009 - 31 Dec 2009	13,141	31.90%
1 Nov 2009 - 30 Nov 2009	5,379	10.62%	1 Nov 2009 - 30 Nov 2009	14,527	28.68%
% Change	<b>-20.47%</b>	<b>-2.19%</b>	% Change	<b>-9.54%</b>	<b>11.24%</b>
<b>Safari</b>			<b>Unknown</b>		
1 Dec 2009 - 31 Dec 2009	1,490	3.62%	1 Dec 2009 - 31 Dec 2009	10,625	25.79%
1 Nov 2009 - 30 Nov 2009	1,886	3.72%	1 Nov 2009 - 30 Nov 2009	12,134	23.95%

% Change	-21.00%	-2.84%
Chrome		
1 Dec 2009 - 31 Dec 2009	686	1.67%
1 Nov 2009 - 30 Nov 2009	842	1.66%
% Change	-18.53%	0.19%
Mozilla		
1 Dec 2009 - 31 Dec 2009	450	1.09%
1 Nov 2009 - 30 Nov 2009	425	0.84%
% Change	5.88%	30.21%

% Change	-12.44%	7.68%
Cable		
1 Dec 2009 - 31 Dec 2009	2,510	6.09%
1 Nov 2009 - 30 Nov 2009	3,264	6.44%
% Change	-23.10%	-5.43%
OC3		
1 Dec 2009 - 31 Dec 2009	980	2.38%
1 Nov 2009 - 30 Nov 2009	1,224	2.42%
% Change	-19.93%	-1.54%