

### Site Usage

**59,793 Visits**

Previous: 74,923 (-20.19%)

**42.83% Bounce Rate**

Previous: 38.76% (10.48%)

**227,781 Page Views**

Previous: 264,268 (-13.81%)

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

Previous: 00:03:26 (9.09%)

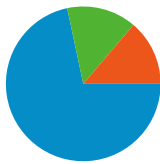
**3.81 Pages/Visit**

Previous: 3.53 (8.00%)

**39.07% % New Visits**

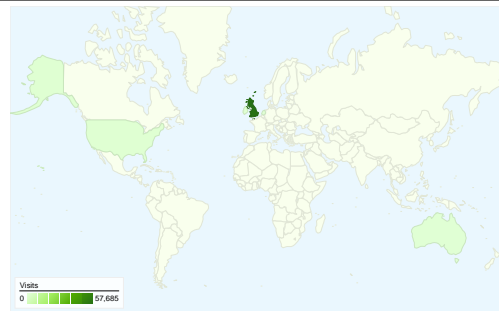
Previous: 39.56% (-1.24%)

### Traffic Sources Overview

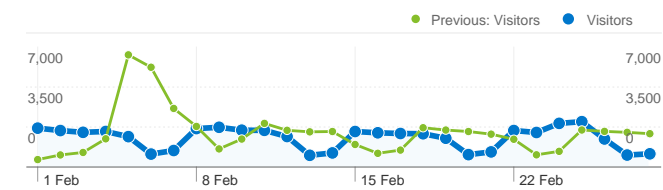


- **Search Engines**  
42,850.00 (71.66%)
- **Referring Sites**  
8,713.00 (14.57%)
- **Direct Traffic**  
8,230.00 (13.76%)

### Map Overlay

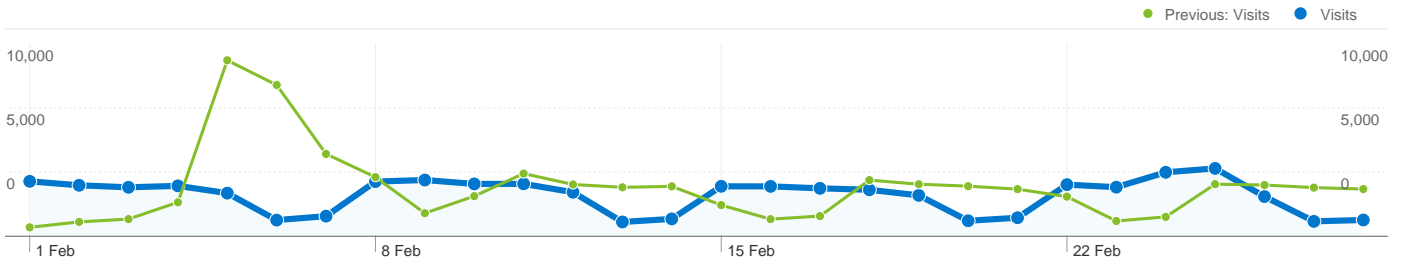


### Visitors Overview



**Visitors**  
**33,370**

| Content Overview   |            |              |
|--|------------|--------------|
| Pages  | Page Views | % Page Views |
| /Home.aspx   |            |              |
| 1 Feb 2010 - 28 Feb 2010                                       | 60,943     | 26.76%       |
| 1 Jan 2010 - 31 Jan 2010                                       | 72,965     | 27.61%       |
| % Change   | -16.48%    | -3.10%       |
| /councilandgovernment/equalitydiversityandcitizenship/councilv |            |              |
| 1 Feb 2010 - 28 Feb 2010                                       | 13,234     | 5.81%        |
| 1 Jan 2010 - 31 Jan 2010                                       | 12,502     | 4.73%        |
| % Change   | 5.86%      | 22.81%       |
| /businessandtrade/planningandbuildingstandards/planning-       |            |              |
| 1 Feb 2010 - 28 Feb 2010                                       | 3,905      | 1.71%        |
| 1 Jan 2010 - 31 Jan 2010                                       | 3,802      | 1.44%        |
| % Change   | 2.71%      | 19.16%       |
| /NewsArticles/InfoZone/Schoolclosures.aspx                     |            |              |
| 1 Feb 2010 - 28 Feb 2010                                       | 3,055      | 1.34%        |
| 1 Jan 2010 - 31 Jan 2010                                       | 0          | 0.00%        |
| % Change   | 100.00%    | 100.00%      |
| /CouncilAndGovernment/EqualityDiversityAndCitizenship/Coun     |            |              |
| 1 Feb 2010 - 28 Feb 2010                                       | 2,999      | 1.32%        |
| 1 Jan 2010 - 31 Jan 2010                                       | 4,948      | 1.87%        |
| % Change   | -39.39%    | -29.68%      |



## All traffic sources sent a total of 59,793 visits

### 13.76% Direct Traffic

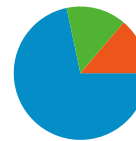
Previous: 12.47% (10.41%)

### 14.57% Referring Sites

Previous: 19.18% (-24.01%)

### 71.66% Search Engines

Previous: 68.36% (4.84%)



- **Search Engines**  
42,850.00 (71.66%)
- **Referring Sites**  
8,713.00 (14.57%)
- **Direct Traffic**  
8,230.00 (13.76%)

## Top Traffic Sources

| Sources                  | Visits  | % visits | Keywords                                | Visits  | % visits |
|--------------------------|---------|----------|---|---------|----------|
| <b>google (organic)</b>  |         |          | <b>north ayrshire council</b>           |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 35,835  | 59.93%   | 1 Feb 2010 - 28 Feb 2010                | 11,770  | 27.47%   |
| 1 Jan 2010 - 31 Jan 2010 | 42,245  | 56.38%   | 1 Jan 2010 - 31 Jan 2010                | 16,927  | 33.05%   |
| % Change                 | -15.17% | 6.29%    | % Change                                | -30.47% | -16.89%  |
| <b>(direct) ((none))</b> |         |          | <b>north ayrshire council vacancies</b> |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 8,230   | 13.76%   | 1 Feb 2010 - 28 Feb 2010                | 2,469   | 5.76%    |
| 1 Jan 2010 - 31 Jan 2010 | 9,340   | 12.47%   | 1 Jan 2010 - 31 Jan 2010                | 2,515   | 4.91%    |
| % Change                 | -11.88% | 10.41%   | % Change                                | -1.83%  | 17.34%   |
| <b>bing (organic)</b>    |         |          | <b>north ayrshire</b>                   |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 2,560   | 4.28%    | 1 Feb 2010 - 28 Feb 2010                | 1,540   | 3.59%    |
| 1 Jan 2010 - 31 Jan 2010 | 2,948   | 3.93%    | 1 Jan 2010 - 31 Jan 2010                | 2,330   | 4.55%    |
| % Change                 | -13.16% | 8.81%    | % Change                                | -33.91% | -21.00%  |
| <b>yahoo (organic)</b>   |         |          | <b>north ayrshire school holidays</b>   |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 1,874   | 3.13%    | 1 Feb 2010 - 28 Feb 2010                | 591     | 1.38%    |
| 1 Jan 2010 - 31 Jan 2010 | 2,481   | 3.31%    | 1 Jan 2010 - 31 Jan 2010                | 1,051   | 2.05%    |
| % Change                 | -24.47% | -5.35%   | % Change                                | -43.77% | -32.79%  |
| <b>aol (organic)</b>     |         |          | <b>north ayrshire council jobs</b>      |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 1,461   | 2.44%    | 1 Feb 2010 - 28 Feb 2010                | 519     | 1.21%    |
| 1 Jan 2010 - 31 Jan 2010 | 2,080   | 2.78%    | 1 Jan 2010 - 31 Jan 2010                | 423     | 0.83%    |

% Change

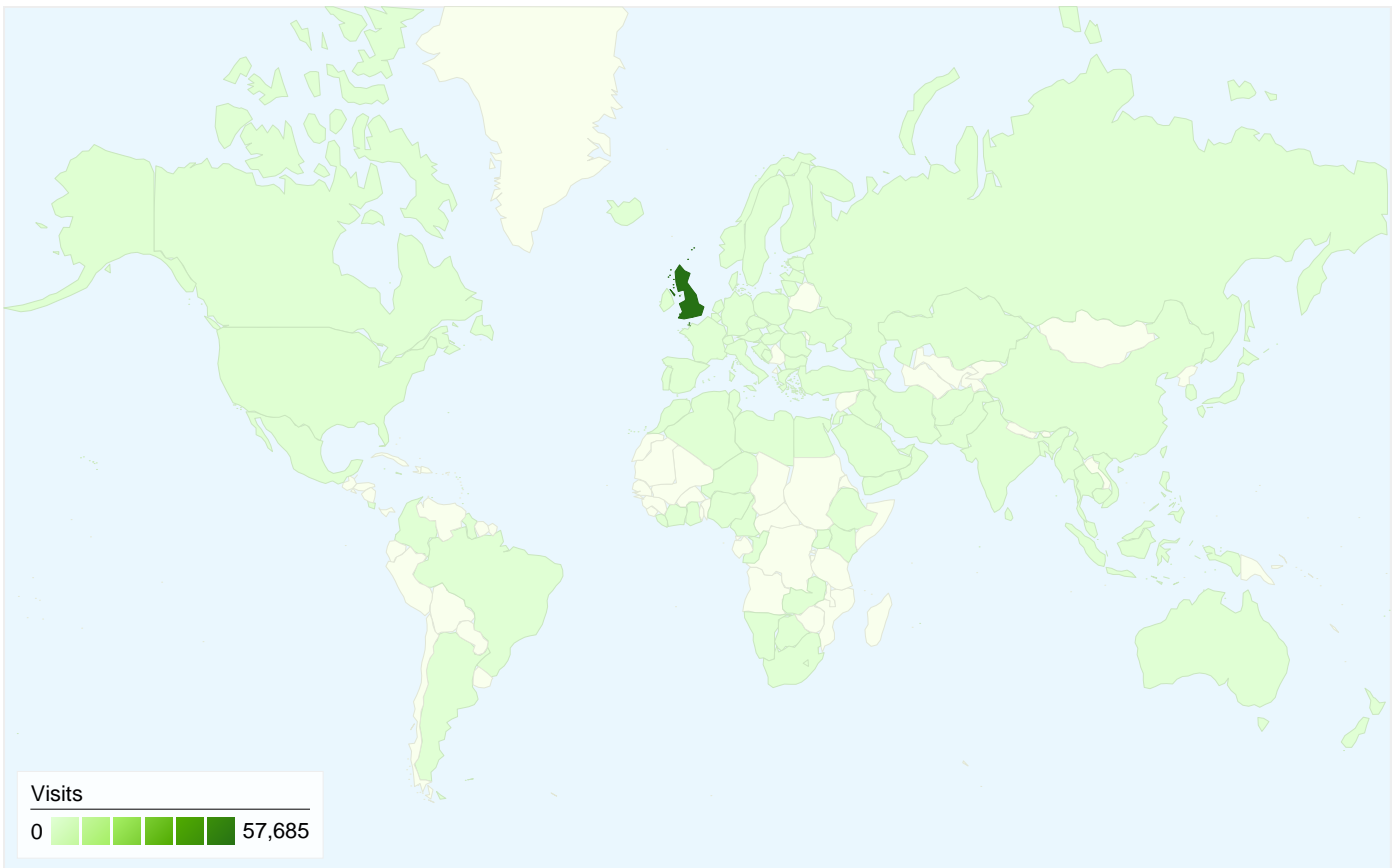
-29.76%

-11.99%

% Change

22.70%

46.65%



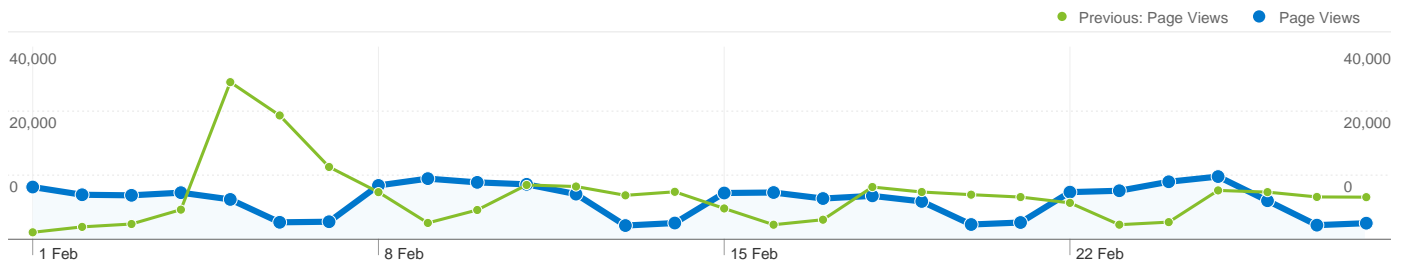
## 59,793 visits came from 119 countries/territories

### Site Usage


| Visits                                      | Pages/Visit                           | Avg. Time on Site                             | % New Visits                               | Bounce Rate                                |               |
|---|---------------------------------------|---|--|--|---------------|
| <b>59,793</b><br>Previous: 74,923 (-20.19%) | <b>3.81</b><br>Previous: 3.53 (8.00%) | <b>00:03:45</b><br>Previous: 00:03:26 (9.09%) | <b>39.10%</b><br>Previous: 39.59% (-1.24%) | <b>42.83%</b><br>Previous: 38.76% (10.48%) |               |
| Country/Territory                           | Visits                                | Pages/Visit                                   | Avg. Time on Site                          | % New Visits                               | Bounce Rate   |
| <b>United Kingdom</b>                       |                                       |   |  |  |               |
| 1 February 2010 - 28 February 2010          | <b>57,685</b>                         | 3.87  | 00:03:50                                   | 37.60%                                     | 41.72%        |
| 1 January 2010 - 31 January 2010            | <b>72,584</b>                         | 3.56  | 00:03:30                                   | 38.29%                                     | 37.82%        |
| % Change                                    | <b>-20.53%</b>                        | 8.55%   | 9.63%                                      | <b>-1.79%</b>                              | <b>10.33%</b> |
| <b>Ireland</b>                              |                                       |   |  |  |               |
| 1 February 2010 - 28 February 2010          | <b>413</b>                            | 1.13  | 00:00:07                                   | 97.09%                                     | 96.37%        |
| 1 January 2010 - 31 January 2010            | <b>481</b>                            | 1.26  | 00:00:30                                   | 96.88%                                     | 91.89%        |
| % Change                                    | <b>-14.14%</b>                        | -10.63%                                       | -77.67%                                    | 0.22%                                      | <b>4.87%</b>  |
| <b>United States</b>                        |                                       |   |  |  |               |
| 1 February 2010 - 28 February 2010          | <b>413</b>                            | 2.08  | 00:01:01                                   | 85.71%                                     | 75.30%        |
| 1 January 2010 - 31 January 2010            | <b>439</b>                            | 2.35  | 00:01:18                                   | 84.74%                                     | 72.21%        |
| % Change                                    | <b>-5.92%</b>                         | -11.32%                                       | -21.76%                                    | 1.15%                                      | <b>4.28%</b>  |
| <b>Australia</b>                            |                                       |   |  |  |               |


|                                    |                |                |                |                |               |
|------------------------------------|----------------|----------------|----------------|----------------|---------------|
| 1 February 2010 - 28 February 2010 | <b>152</b>     | 3.19           | 00:01:21       | 67.76%         | 67.76%        |
| 1 January 2010 - 31 January 2010   | <b>170</b>     | 4.32           | 00:02:02       | 70.59%         | 58.82%        |
| % Change                           | <b>-10.59%</b> | <b>-26.20%</b> | <b>-33.05%</b> | <b>-4.00%</b>  | <b>15.20%</b> |
| Netherlands                        |                |                |                |                |               |
| 1 February 2010 - 28 February 2010 | <b>113</b>     | 3.42           | 00:01:23       | 39.82%         | 46.02%        |
| 1 January 2010 - 31 January 2010   | <b>161</b>     | 3.30           | 00:01:37       | 45.34%         | 43.48%        |
| % Change                           | <b>-29.81%</b> | <b>3.57%</b>   | <b>-15.16%</b> | <b>-12.17%</b> | <b>5.84%</b>  |
| (not set)                          |                |                |                |                |               |
| 1 February 2010 - 28 February 2010 | <b>108</b>     | 4.17           | 00:02:38       | 44.44%         | 43.52%        |
| 1 January 2010 - 31 January 2010   | <b>85</b>      | 3.93           | 00:02:40       | 57.65%         | 36.47%        |
| % Change                           | <b>27.06%</b>  | <b>6.04%</b>   | <b>-1.31%</b>  | <b>-22.90%</b> | <b>19.32%</b> |
| India                              |                |                |                |                |               |
| 1 February 2010 - 28 February 2010 | <b>104</b>     | 1.62           | 00:00:36       | 86.54%         | 70.19%        |
| 1 January 2010 - 31 January 2010   | <b>86</b>      | 2.67           | 00:02:27       | 83.72%         | 66.28%        |
| % Change                           | <b>20.93%</b>  | <b>-39.60%</b> | <b>-75.49%</b> | <b>3.37%</b>   | <b>5.90%</b>  |
| Germany                            |                |                |                |                |               |
| 1 February 2010 - 28 February 2010 | <b>97</b>      | 2.07           | 00:01:01       | 72.16%         | 64.95%        |
| 1 January 2010 - 31 January 2010   | <b>116</b>     | 3.73           | 00:01:57       | 74.14%         | 55.17%        |
| % Change                           | <b>-16.38%</b> | <b>-44.49%</b> | <b>-47.83%</b> | <b>-2.66%</b>  | <b>17.72%</b> |
| Canada                             |                |                |                |                |               |
| 1 February 2010 - 28 February 2010 | <b>95</b>      | 1.92           | 00:01:25       | 88.42%         | 70.53%        |
| 1 January 2010 - 31 January 2010   | <b>116</b>     | 2.13           | 00:01:40       | 88.79%         | 63.79%        |
| % Change                           | <b>-18.10%</b> | <b>-10.03%</b> | <b>-15.72%</b> | <b>-0.42%</b>  | <b>10.55%</b> |
| France                             |                |                |                |                |               |
| 1 February 2010 - 28 February 2010 | <b>59</b>      | 2.29           | 00:01:59       | 79.66%         | 61.02%        |
| 1 January 2010 - 31 January 2010   | <b>89</b>      | 2.06           | 00:01:12       | 73.03%         | 62.92%        |
| % Change                           | <b>-33.71%</b> | <b>11.28%</b>  | <b>65.13%</b>  | <b>9.07%</b>   | <b>-3.03%</b> |


1 - 10 of 119



**Pages on this site were viewed a total of 227,781 times**

 **227,781 Page Views**  
 Previous: 264,268 (-13.81%)

 **154,300 Unique Views**  
 Previous: 183,709 (-16.01%)

 **42.83% Bounce Rate**  
 Previous: 38.76% (10.48%)

## Top Content

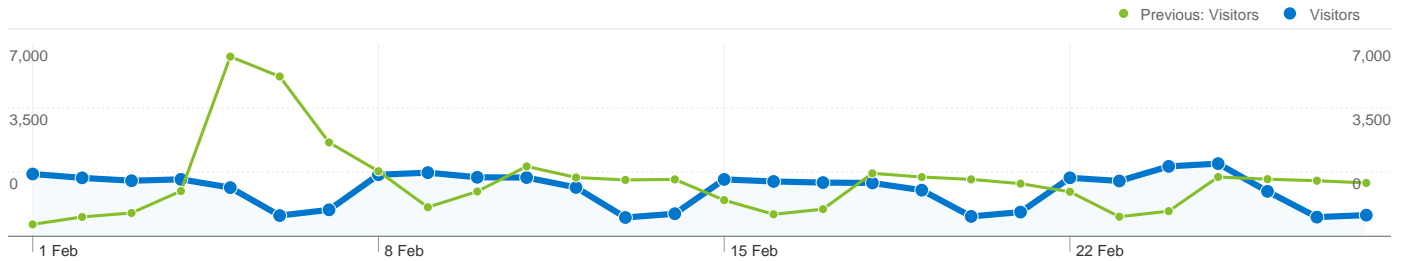
| Pages  | Page Views     | % Page Views   |
|--|----------------|----------------|
| <b>/Home.aspx</b>  |                |                |
| 1 Feb 2010 - 28 Feb 2010   | 60,943         | 26.76%         |
| 1 Jan 2010 - 31 Jan 2010   | 72,965         | 27.61%         |
| % Change   | <b>-16.48%</b> | <b>-3.10%</b>  |
| <b>/councilandgovernment/equalitydiversityandcitizenship/councilvacancies.aspx</b>                           |                |                |
| 1 Feb 2010 - 28 Feb 2010   | 13,234         | 5.81%          |
| 1 Jan 2010 - 31 Jan 2010   | 12,502         | 4.73%          |
| % Change   | <b>5.86%</b>   | <b>22.81%</b>  |
| <b>/businessandtrade/planningandbuildingstandards/planning-applicationswarrantsandcertificates/planning-</b> |                |                |
| 1 Feb 2010 - 28 Feb 2010   | 3,905          | 1.71%          |
| 1 Jan 2010 - 31 Jan 2010   | 3,802          | 1.44%          |
| % Change   | <b>2.71%</b>   | <b>19.16%</b>  |
| <b>/NewsArticles/InfoZone/Schoolclosures.aspx</b>  |                |                |
| 1 Feb 2010 - 28 Feb 2010   | 3,055          | 1.34%          |
| 1 Jan 2010 - 31 Jan 2010   | 0              | 0.00%          |
| % Change   | <b>100.00%</b> | <b>100.00%</b> |
| <b>/CouncilAndGovernment/EqualityDiversityAndCitizenship/CouncilVacancies.aspx</b>                           |                |                |
| 1 Feb 2010 - 28 Feb 2010   | 2,999          | 1.32%          |
| 1 Jan 2010 - 31 Jan 2010   | 4,948          | 1.87%          |

% Change

-39.39%

-29.68%

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## 33,370 people visited this site

**59,793** Visits

Previous: 74,923 (-20.19%)

**33,370** Absolute Unique Visitors

Previous: 40,302 (-17.20%)

**227,781** Page Views

Previous: 264,268 (-13.81%)

**3.81** Average Page Views

Previous: 3.53 (8.00%)

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

Previous: 00:03:26 (9.09%)

**42.83%** Bounce Rate

Previous: 38.76% (10.48%)

**39.07%** New Visits

Previous: 39.56% (-1.24%)

## Technical Profile

| Browser                  | Visits  | % visits | Connection Speed         | Visits  | % visits |
|--------------------------|---------|----------|--------------------------|---------|----------|
| Internet Explorer        |         |          | DSL                      |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 48,897  | 81.78%   | 1 Feb 2010 - 28 Feb 2010 | 20,605  | 34.46%   |
| 1 Jan 2010 - 31 Jan 2010 | 59,807  | 79.82%   | 1 Jan 2010 - 31 Jan 2010 | 28,748  | 38.37%   |
| % Change                 | -18.24% | 2.45%    | % Change                 | -28.33% | -10.19%  |
| Firefox                  |         |          | T1                       |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 6,219   | 10.40%   | 1 Feb 2010 - 28 Feb 2010 | 16,792  | 28.08%   |
| 1 Jan 2010 - 31 Jan 2010 | 8,572   | 11.44%   | 1 Jan 2010 - 31 Jan 2010 | 16,711  | 22.30%   |
| % Change                 | -27.45% | -9.09%   | % Change                 | 0.48%   | 25.91%   |
| Safari                   |         |          | Unknown                  |         |          |
| 1 Feb 2010 - 28 Feb 2010 | 2,430   | 4.06%    | 1 Feb 2010 - 28 Feb 2010 | 16,470  | 27.55%   |
| 1 Jan 2010 - 31 Jan 2010 | 3,472   | 4.63%    | 1 Jan 2010 - 31 Jan 2010 | 21,692  | 28.95%   |

|                          |         |         |
|--------------------------|---------|---------|
| % Change                 | -30.01% | -12.30% |
| Chrome                   |         |         |
| 1 Feb 2010 - 28 Feb 2010 | 1,496   | 2.50%   |
| 1 Jan 2010 - 31 Jan 2010 | 1,965   | 2.62%   |
| % Change                 | -23.87% | -4.60%  |
| Mozilla                  |         |         |
| 1 Feb 2010 - 28 Feb 2010 | 428     | 0.72%   |
| 1 Jan 2010 - 31 Jan 2010 | 583     | 0.78%   |
| % Change                 | -26.59% | -8.01%  |

|                          |         |         |
|--------------------------|---------|---------|
| % Change                 | -24.07% | -4.86%  |
| Cable                    |         |         |
| 1 Feb 2010 - 28 Feb 2010 | 3,804   | 6.36%   |
| 1 Jan 2010 - 31 Jan 2010 | 4,828   | 6.44%   |
| % Change                 | -21.21% | -1.27%  |
| OC3                      |         |         |
| 1 Feb 2010 - 28 Feb 2010 | 1,408   | 2.35%   |
| 1 Jan 2010 - 31 Jan 2010 | 1,983   | 2.65%   |
| % Change                 | -29.00% | -11.03% |