

### Site Usage

**74,923 Visits**

Previous: 41,192 (81.89%)

**38.76% Bounce Rate**

Previous: 44.57% (-13.02%)

**264,268 Page Views**

Previous: 155,411 (70.04%)

**00:03:26 Avg. Time on Site**

Previous: 00:03:45 (-8.51%)

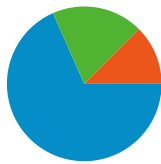
**3.53 Pages/Visit**

Previous: 3.77 (-6.51%)

**39.56% % New Visits**

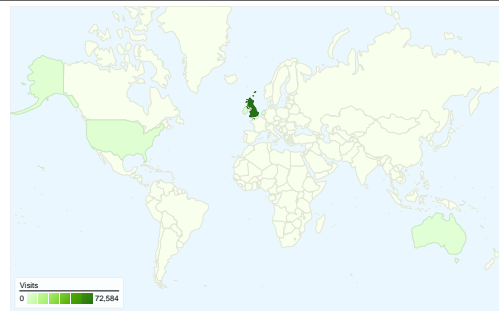
Previous: 40.18% (-1.53%)

### Traffic Sources Overview

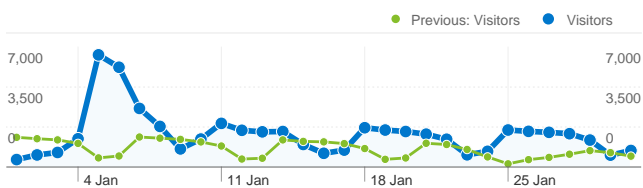


- **Search Engines**  
51,215.00 (68.36%)
- **Referring Sites**  
14,368.00 (19.18%)
- **Direct Traffic**  
9,340.00 (12.47%)

### Map Overlay

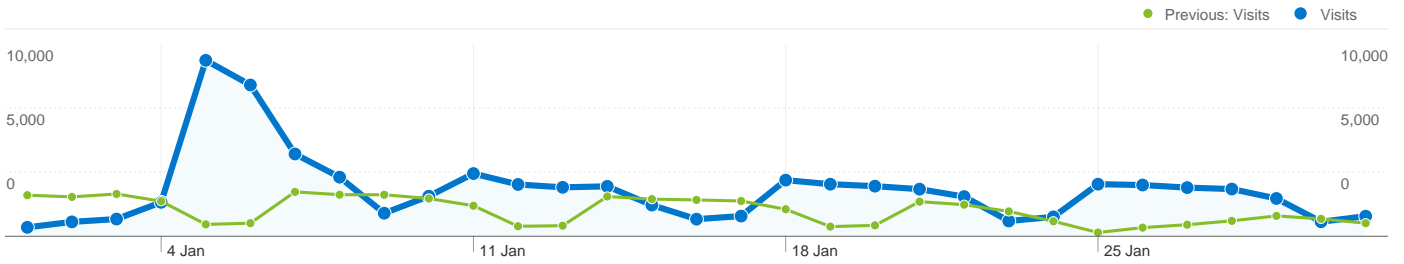


### Visitors Overview



**Visitors**  
**40,302**

Content Overview		
Pages	Page Views	% Page Views
/Home.aspx		
1 Jan 2010 - 31 Jan 2010	72,965	27.61%
1 Dec 2009 - 31 Dec 2009	5,910	3.80%
% Change	1,134.60%	626.05%
/NewsArticles/InfoZone/SchoolsInfo.aspx		
1 Jan 2010 - 31 Jan 2010	13,534	5.12%
1 Dec 2009 - 31 Dec 2009	0	0.00%
% Change	100.00%	100.00%
/councilandgovernment/equalitydiversityandcitizenship/councilv		
1 Jan 2010 - 31 Jan 2010	12,502	4.73%
1 Dec 2009 - 31 Dec 2009	6,613	4.26%
% Change	89.05%	11.18%
/NewsArticles/InfoZone/AdverseWeather.aspx		
1 Jan 2010 - 31 Jan 2010	7,082	2.68%
1 Dec 2009 - 31 Dec 2009	0	0.00%
% Change	100.00%	100.00%
/		
1 Jan 2010 - 31 Jan 2010	5,970	2.26%
1 Dec 2009 - 31 Dec 2009	39,077	25.14%
% Change	-84.72%	-91.02%



## All traffic sources sent a total of 74,923 visits



**12.47% Direct Traffic**

Previous: 15.90% (-21.59%)



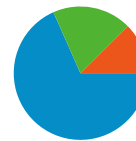
**19.18% Referring Sites**

Previous: 15.61% (22.83%)



**68.36% Search Engines**

Previous: 68.49% (-0.19%)



- **Search Engines**  
51,215.00 (68.36%)
- **Referring Sites**  
14,368.00 (19.18%)
- **Direct Traffic**  
9,340.00 (12.47%)

## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
1 Jan 2010 - 31 Jan 2010	42,245	56.38%
1 Dec 2009 - 31 Dec 2009	23,786	57.74%
% Change	77.60%	-2.35%
(direct) ((none))		
1 Jan 2010 - 31 Jan 2010	9,340	12.47%
1 Dec 2009 - 31 Dec 2009	6,549	15.90%
% Change	42.62%	-21.59%
news.bbc.co.uk (referral)		
1 Jan 2010 - 31 Jan 2010	3,968	5.30%
1 Dec 2009 - 31 Dec 2009	5	0.01%
% Change	79,260.00%	43,531.42%
bing (organic)		
1 Jan 2010 - 31 Jan 2010	2,948	3.93%
1 Dec 2009 - 31 Dec 2009	1,555	3.78%
% Change	89.58%	4.23%
yahoo (organic)		
1 Jan 2010 - 31 Jan 2010	2,481	3.31%
1 Dec 2009 - 31 Dec 2009	1,179	2.86%

Keywords	Visits	% visits
north ayrshire council		
1 Jan 2010 - 31 Jan 2010	16,927	33.05%
1 Dec 2009 - 31 Dec 2009	7,780	27.58%
% Change	117.57%	19.85%
north ayrshire council vacancies		
1 Jan 2010 - 31 Jan 2010	2,515	4.91%
1 Dec 2009 - 31 Dec 2009	1,157	4.10%
% Change	117.37%	19.74%
north ayrshire		
1 Jan 2010 - 31 Jan 2010	2,330	4.55%
1 Dec 2009 - 31 Dec 2009	986	3.49%
% Change	136.31%	30.17%
north ayrshire school holidays		
1 Jan 2010 - 31 Jan 2010	1,051	2.05%
1 Dec 2009 - 31 Dec 2009	355	1.26%
% Change	196.06%	63.08%
northayrshirecouncil		
1 Jan 2010 - 31 Jan 2010	596	1.16%
1 Dec 2009 - 31 Dec 2009	256	0.91%

% Change

110.43%

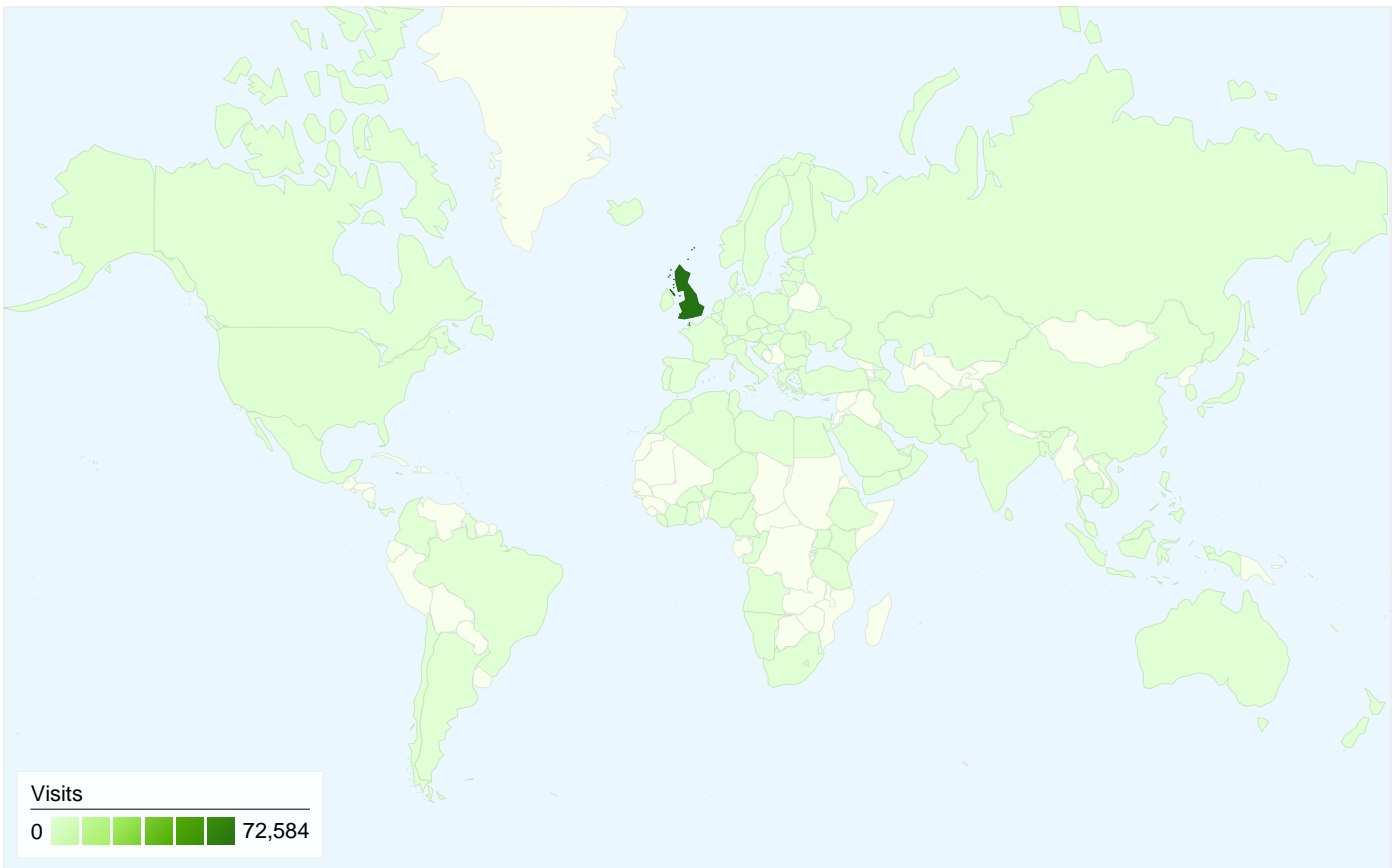
15.69%

% Change

132.81%

28.25%

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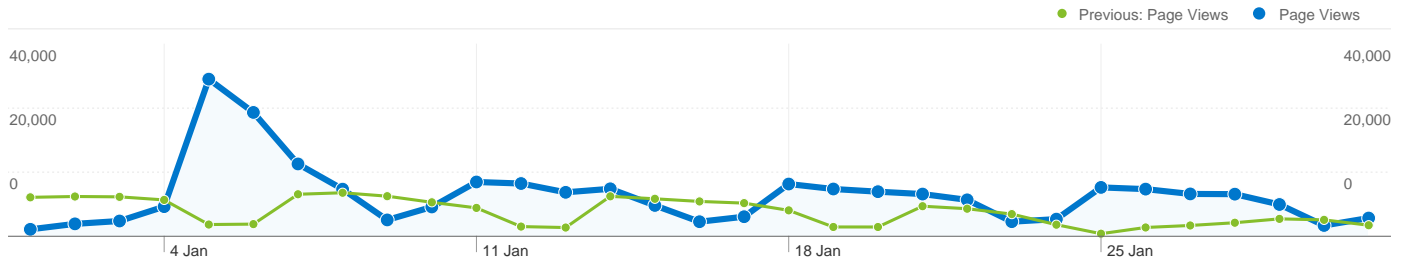
## 74,923 visits came from 116 countries/territories

### Site Usage


Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>74,923</b> Previous: 41,192 (81.89%)	<b>3.53</b> Previous: 3.77 (-6.51%)	<b>00:03:26</b> Previous: 00:03:45 (-8.51%)	<b>39.59%</b> Previous: 40.22% (-1.55%)	<b>38.76%</b> Previous: 44.57% (-13.02%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United Kingdom</b>					
1 January 2010 - 31 January 2010	<b>72,584</b>	3.56	00:03:30	38.29%	37.82%
1 December 2009 - 31 December 2009	<b>39,137</b>	3.84	00:03:53	38.41%	43.36%
% Change	<b>85.46%</b>	-7.25%	-9.89%	-0.32%	-12.78%
<b>Ireland</b>					
1 January 2010 - 31 January 2010	<b>481</b>	1.26	00:00:30	96.88%	91.89%
1 December 2009 - 31 December 2009	<b>315</b>	1.08	00:00:06	98.41%	95.24%
% Change	<b>52.70%</b>	16.72%	429.40%	-1.56%	-3.51%
<b>United States</b>					
1 January 2010 - 31 January 2010	<b>439</b>	2.35	00:01:18	84.74%	72.21%
1 December 2009 - 31 December 2009	<b>345</b>	1.81	00:00:54	86.09%	77.68%
% Change	<b>27.25%</b>	30.18%	45.41%	-1.57%	-7.04%
<b>Australia</b>					


1 January 2010 - 31 January 2010	<b>170</b>	4.32	00:02:02	70.59%	58.82%
1 December 2009 - 31 December 2009	<b>101</b>	3.41	00:01:06	70.30%	62.38%
% Change	<b>68.32%</b>	26.94%	83.90%	0.41%	-5.70%
Netherlands					
1 January 2010 - 31 January 2010	<b>161</b>	3.30	00:01:37	45.34%	43.48%
1 December 2009 - 31 December 2009	<b>86</b>	3.07	00:02:31	58.14%	50.00%
% Change	<b>87.21%</b>	7.44%	-35.74%	-22.01%	-13.04%
Canada					
1 January 2010 - 31 January 2010	<b>116</b>	2.13	00:01:40	88.79%	63.79%
1 December 2009 - 31 December 2009	<b>89</b>	2.91	00:02:54	82.02%	66.29%
% Change	<b>30.34%</b>	-26.83%	-42.40%	8.25%	-3.77%
Germany					
1 January 2010 - 31 January 2010	<b>116</b>	3.73	00:01:57	74.14%	55.17%
1 December 2009 - 31 December 2009	<b>66</b>	2.71	00:01:39	69.70%	63.64%
% Change	<b>75.76%</b>	37.63%	18.38%	6.37%	-13.30%
France					
1 January 2010 - 31 January 2010	<b>89</b>	2.06	00:01:12	73.03%	62.92%
1 December 2009 - 31 December 2009	<b>45</b>	2.42	00:00:52	84.44%	68.89%
% Change	<b>97.78%</b>	-15.11%	38.15%	-13.51%	-8.66%
India					
1 January 2010 - 31 January 2010	<b>86</b>	2.67	00:02:27	83.72%	66.28%
1 December 2009 - 31 December 2009	<b>81</b>	1.96	00:00:47	81.48%	65.43%
% Change	<b>6.17%</b>	36.24%	215.17%	2.75%	1.29%
(not set)					
1 January 2010 - 31 January 2010	<b>85</b>	3.93	00:02:40	57.65%	36.47%
1 December 2009 - 31 December 2009	<b>470</b>	4.14	00:02:17	42.55%	40.64%
% Change	<b>-81.91%</b>	-5.15%	17.39%	35.47%	-10.26%


1 - 10 of 116



**Pages on this site were viewed a total of 264,268 times**

 **264,268 Page Views**  
 Previous: 155,411 (70.04%)

 **183,709 Unique Views**  
 Previous: 105,875 (73.51%)

 **38.76% Bounce Rate**  
 Previous: 44.57% (-13.02%)

## Top Content

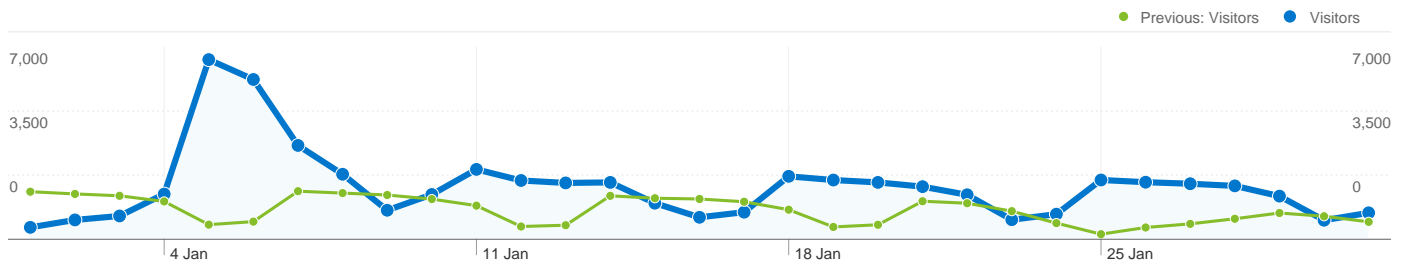
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<b>/</b>		
1 Jan 2010 - 31 Jan 2010	5,970	2.26%
1 Dec 2009 - 31 Dec 2009	39,077	25.14%

% Change

-84.72%

-91.02%

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## 40,302 people visited this site

 **74,923 Visits**

Previous: 41,192 (81.89%)

 **40,302 Absolute Unique Visitors**


Previous: 23,653 (70.39%)

 **264,268 Page Views**

Previous: 155,411 (70.04%)

 **3.53 Average Page Views**


Previous: 3.77 (-6.51%)

 **00:03:26 Time on Site**

Previous: 00:03:45 (-8.51%)

 **38.76% Bounce Rate**

Previous: 44.57% (-13.02%)

 **39.56% New Visits**

Previous: 40.18% (-1.53%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
<b>Internet Explorer</b>			<b>DSL</b>		
1 Jan 2010 - 31 Jan 2010	59,807	79.82%	1 Jan 2010 - 31 Jan 2010	28,748	38.37%
1 Dec 2009 - 31 Dec 2009	34,087	82.75%	1 Dec 2009 - 31 Dec 2009	13,370	32.46%
% Change	75.45%	-3.54%	% Change	115.02%	18.22%
<b>Firefox</b>			<b>Unknown</b>		
1 Jan 2010 - 31 Jan 2010	8,572	11.44%	1 Jan 2010 - 31 Jan 2010	21,692	28.95%
1 Dec 2009 - 31 Dec 2009	4,278	10.39%	1 Dec 2009 - 31 Dec 2009	10,625	25.79%
% Change	100.37%	10.16%	% Change	104.16%	12.25%
<b>Safari</b>			<b>T1</b>		
1 Jan 2010 - 31 Jan 2010	3,472	4.63%	1 Jan 2010 - 31 Jan 2010	16,711	22.30%
1 Dec 2009 - 31 Dec 2009	1,490	3.62%	1 Dec 2009 - 31 Dec 2009	13,141	31.90%

% Change	133.02%	28.11%
Chrome		
1 Jan 2010 - 31 Jan 2010	1,965	2.62%
1 Dec 2009 - 31 Dec 2009	686	1.67%
% Change	186.44%	57.48%
Mozilla		
1 Jan 2010 - 31 Jan 2010	583	0.78%
1 Dec 2009 - 31 Dec 2009	450	1.09%
% Change	29.56%	-28.77%

% Change	27.17%	-30.08%
Cable		
1 Jan 2010 - 31 Jan 2010	4,828	6.44%
1 Dec 2009 - 31 Dec 2009	2,510	6.09%
% Change	92.35%	5.75%
OC3		
1 Jan 2010 - 31 Jan 2010	1,983	2.65%
1 Dec 2009 - 31 Dec 2009	980	2.38%
% Change	102.35%	11.25%