

Site Usage

28,389 Visits

66.06% Bounce Rate

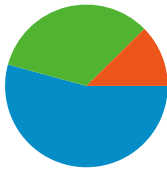
54,393 Pageviews

00:01:33 Avg. Time on Site

1.92 Pages/Visit

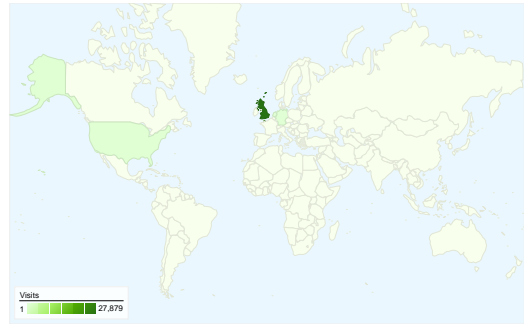
39.73% % New Visits

Traffic Sources Overview

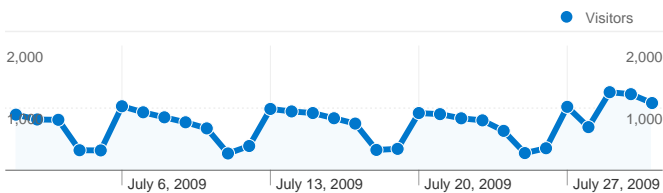


- **Search Engines**
15,400.00 (54.25%)
- **Direct Traffic**
9,477.00 (33.38%)
- **Referring Sites**
3,512.00 (12.37%)

Map Overlay world



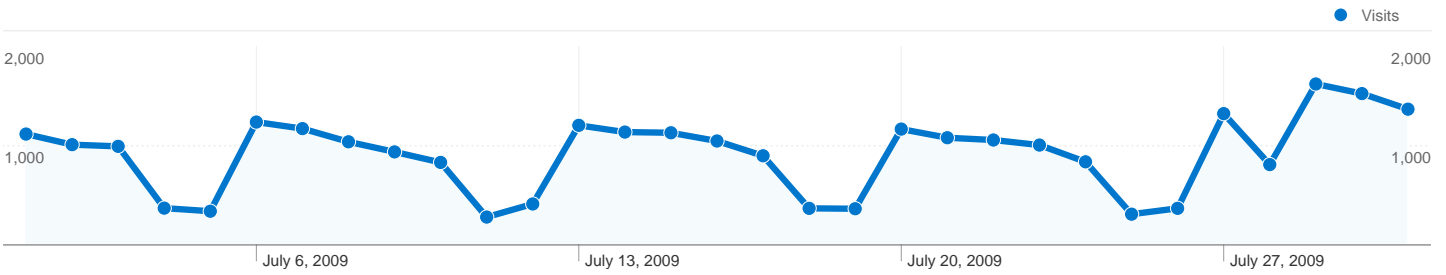
Visitors Overview






Visitors
16,010

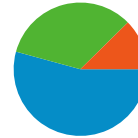
Content Overview

Pages	Pageviews	% Pageviews
/	36,241	66.63%
/na/home.nsf/HomePage?Open	1,716	3.15%
/councilandgovernment/equality	1,662	3.06%
/Home.aspx	1,257	2.31%
/na/Home.nsf/HomePage?Ope	957	1.76%



All traffic sources sent a total of 28,389 visits

-  **33.38%** Direct Traffic
-  **12.37%** Referring Sites
-  **54.25%** Search Engines

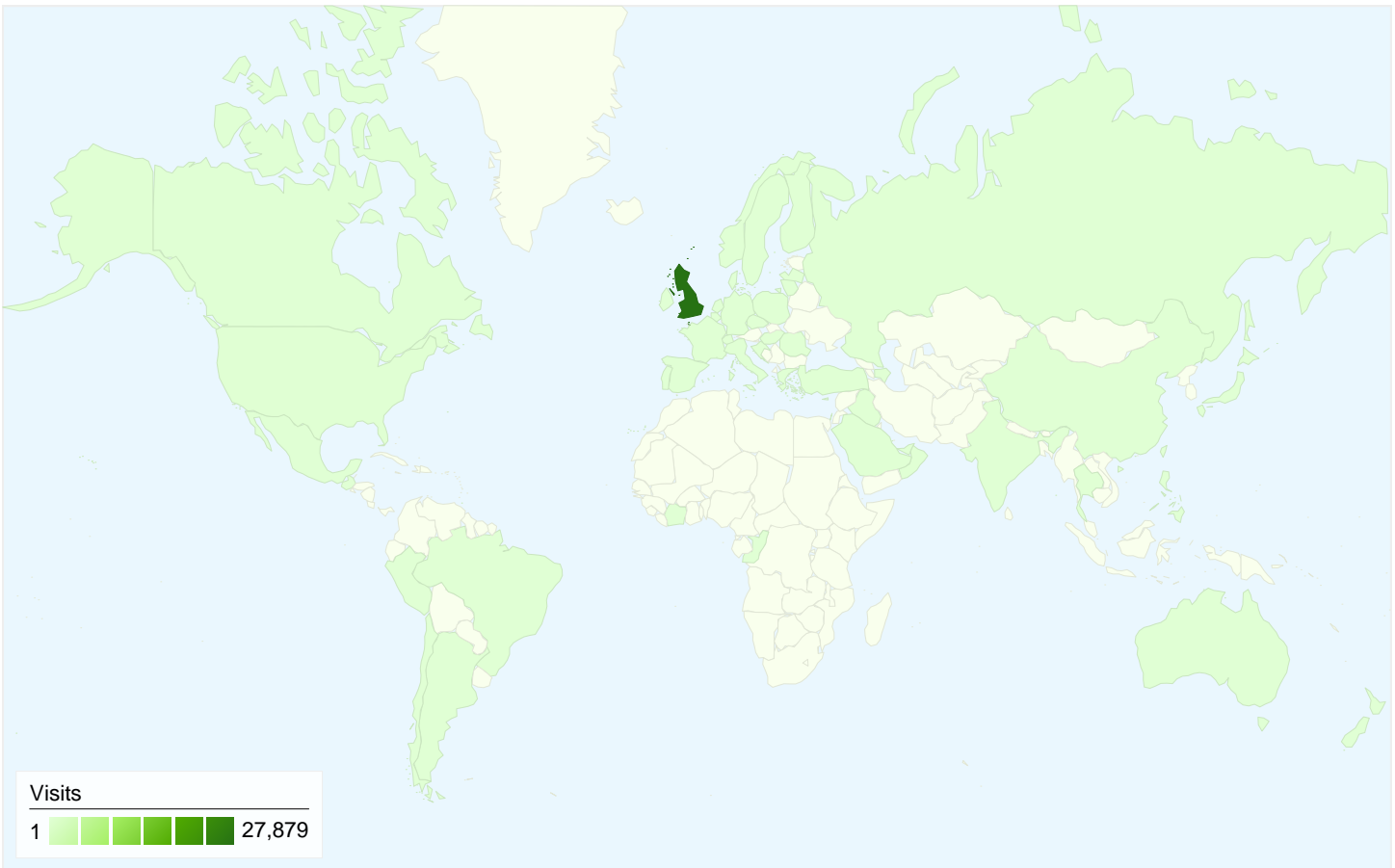


- **Search Engines**
15,400.00 (54.25%)
- **Direct Traffic**
9,477.00 (33.38%)
- **Referring Sites**
3,512.00 (12.37%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	11,238	39.59%
(direct) ((none))	9,477	33.38%
yahoo (organic)	1,557	5.48%
bing (organic)	1,219	4.29%
aol (organic)	823	2.90%

Keywords	Visits	% visits
north ayrshire council	9,114	59.18%
north ayrshire	1,204	7.82%
north ayrshire council	302	1.96%
www.north-ayrshire.gov.uk	256	1.66%
northayrshirecouncil	208	1.35%

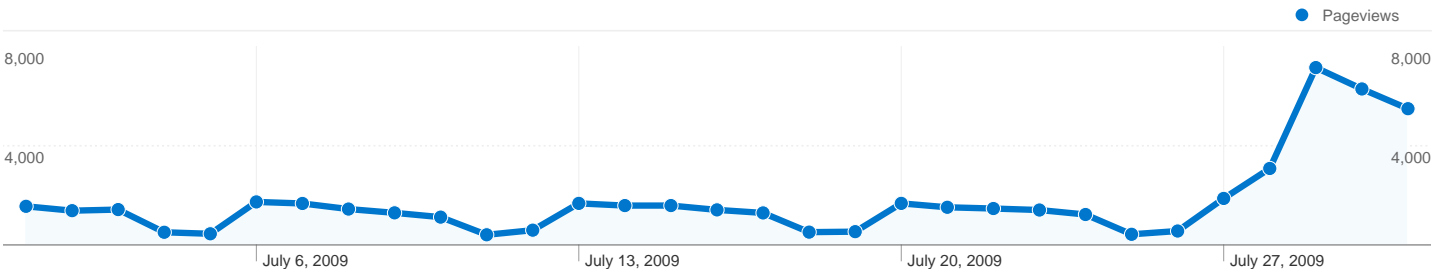


28,389 visits came from 56 countries/territories

Site Usage


Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	27,879	1.92	00:01:34	39.22%	66.00%
United States	102	1.40	00:00:44	75.49%	78.43%
Netherlands	62	2.39	00:01:25	59.68%	61.29%
Germany	43	1.84	00:01:50	46.51%	72.09%
(not set)	33	1.76	00:00:40	27.27%	66.67%
Ireland	29	1.59	00:00:35	79.31%	72.41%
Australia	26	1.85	00:01:15	65.38%	61.54%
Spain	25	1.84	00:02:13	92.00%	52.00%
India	20	1.20	00:00:47	90.00%	80.00%

Canada	17	1.94	00:01:10	82.35%	52.94%
					1 - 10 of 56



Pages on this site were viewed a total of 54,393 times

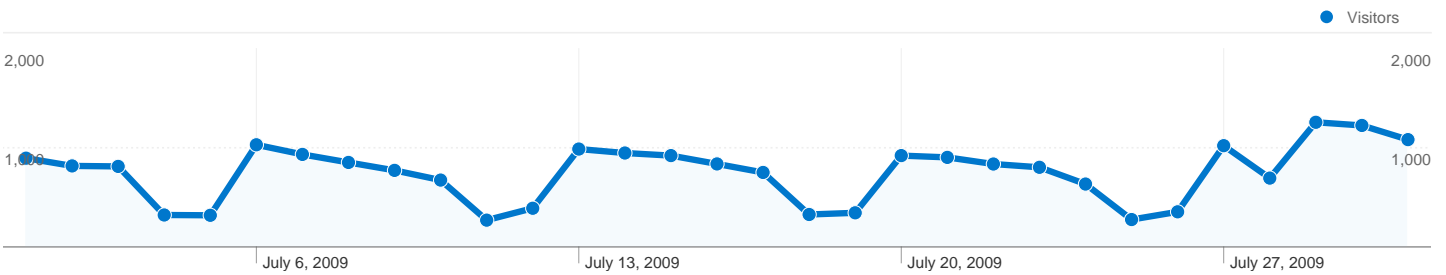
 54,393 Pageviews

 38,821 Unique Views

 66.06% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	36,241	66.63%
/na/home.nsf/HomePage?OpenForm=	1,716	3.15%
/councilandgovernment/equalitydiversityandcitizenship/councilvac	1,662	3.06%
/Home.aspx	1,257	2.31%
/na/Home.nsf/HomePage?OpenForm=	957	1.76%



16,010 people visited this site

28,389 Visits

16,010 Absolute Unique Visitors

54,393 Pageviews

1.92 Average Pageviews

00:01:33 Time on Site

66.06% Bounce Rate

39.73% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	24,381	85.88%	DSL	11,190	39.42%
Firefox	2,858	10.07%	T1	7,326	25.81%
Safari	592	2.09%	Unknown	6,618	23.31%
Chrome	339	1.19%	Cable	1,946	6.85%
Mozilla	95	0.33%	OC3	925	3.26%