

Site Usage

30,336 Visits

74.74% Bounce Rate

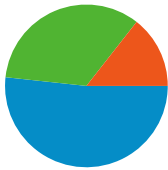
43,025 Pageviews

00:01:15 Avg. Time on Site

1.42 Pages/Visit

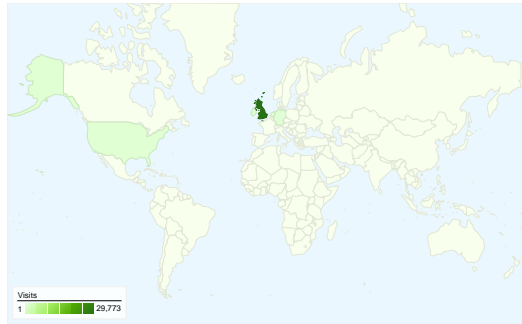
39.10% % New Visits

Traffic Sources Overview

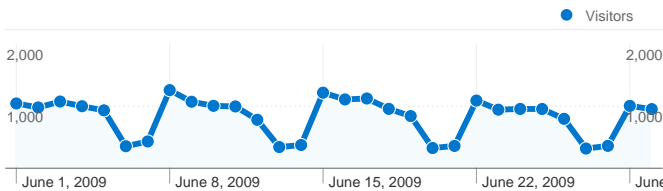


- **Search Engines**
15,687.00 (51.71%)
- **Direct Traffic**
10,276.00 (33.87%)
- **Referring Sites**
4,373.00 (14.42%)

Map Overlay world



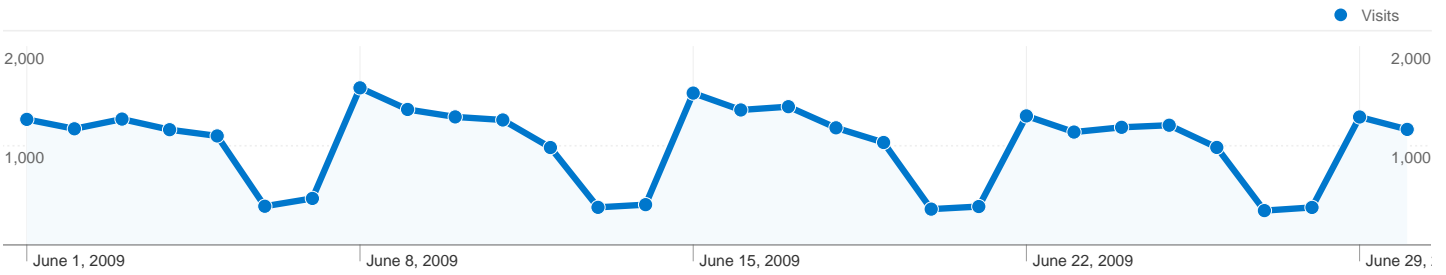
Visitors Overview



Visitors
16,914

Content Overview

Pages	Pageviews	% Pageviews
/	39,021	90.69%
/na/home.nsf/HomePage?Open	2,388	5.55%
/na/Home.nsf/HomePage?Ope	1,160	2.70%
/na/home.nsf/HomePage?Read	225	0.52%
/na/Home.nsf/HomePage?Rea	199	0.46%

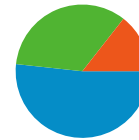


All traffic sources sent a total of 30,336 visits

33.87% Direct Traffic

14.42% Referring Sites

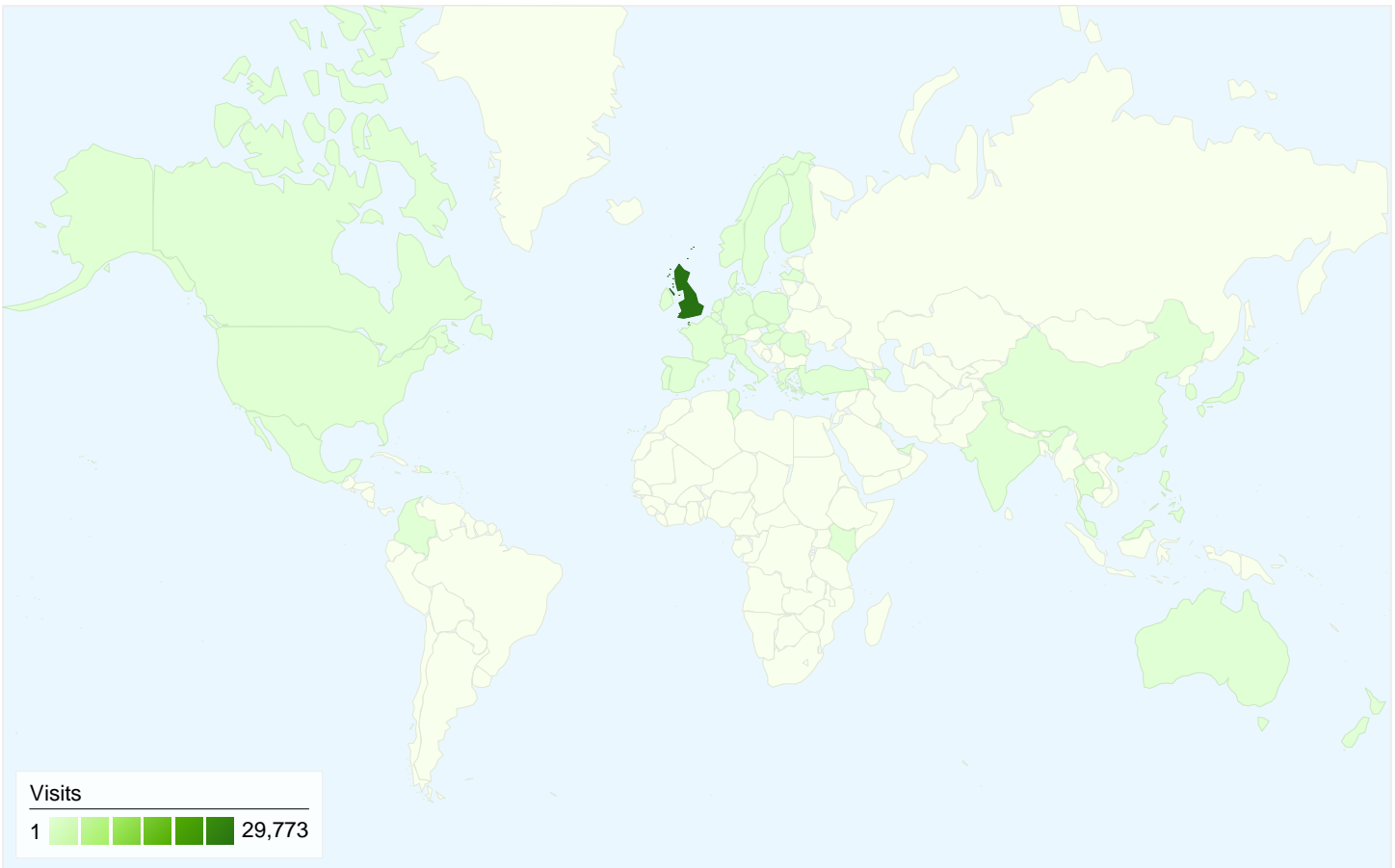
51.71% Search Engines



- Search Engines
15,687.00 (51.71%)
- Direct Traffic
10,276.00 (33.87%)
- Referring Sites
4,373.00 (14.42%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	11,927	39.32%	north ayrshire council	9,241	58.91%
(direct) ((none))	10,276	33.87%	north ayrshire	1,511	9.63%
yahoo (organic)	1,490	4.91%	nac	268	1.71%
ers.north-ayrshire.gov.uk	877	2.89%	north ayrshire council	261	1.66%
aol (organic)	865	2.85%	www.north-ayrshire.gov.uk	259	1.65%

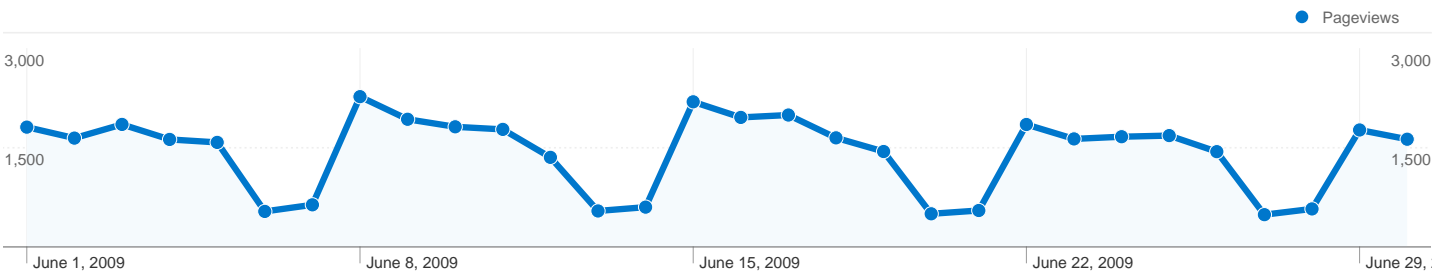


30,336 visits came from 52 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	29,773	1.42	00:01:15	38.57%	74.82%
United States	118	1.36	00:01:03	68.64%	78.81%
Netherlands	99	1.59	00:01:14	49.49%	58.59%
Germany	38	1.76	00:00:42	55.26%	60.53%
Ireland	35	1.31	00:00:51	71.43%	74.29%
Australia	30	1.63	00:01:07	70.00%	66.67%
France	27	1.22	00:00:13	77.78%	81.48%
(not set)	24	1.75	00:01:29	37.50%	70.83%
Canada	24	1.42	00:00:50	87.50%	75.00%

Spain	17	1.53	00:03:21	82.35%	70.59%
					1 - 10 of 52



Pages on this site were viewed a total of 43,025 times

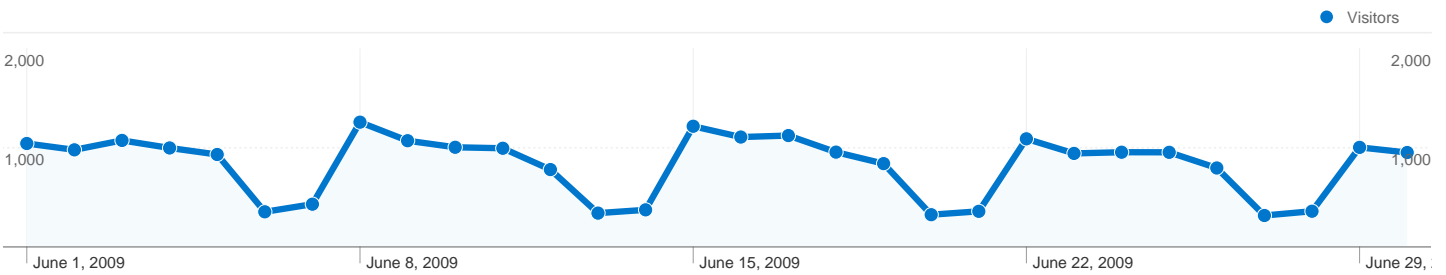
43,025 Pageviews

31,572 Unique Views

74.74% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	39,021	90.69%
/na/home.nsf/HomePage?OpenForm=	2,388	5.55%
/na/Home.nsf/HomePage?OpenForm=	1,160	2.70%
/na/home.nsf/HomePage?ReadForm=	225	0.52%
/na/Home.nsf/HomePage?ReadForm=	199	0.46%



16,914 people visited this site

30,336 Visits

16,914 Absolute Unique Visitors

43,025 Pageviews

1.42 Average Pageviews

00:01:15 Time on Site

74.74% Bounce Rate

39.10% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	25,863	85.26%	DSL	11,412	37.62%
Firefox	3,049	10.05%	T1	8,832	29.11%
Safari	902	2.97%	Unknown	6,835	22.53%
Chrome	275	0.91%	Cable	1,832	6.04%
Mozilla	136	0.45%	OC3	1,044	3.44%