

## Site Usage

27,565 Visits

73.99% Bounce Rate

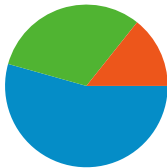
39,739 Pageviews

00:01:23 Avg. Time on Site

1.44 Pages/Visit

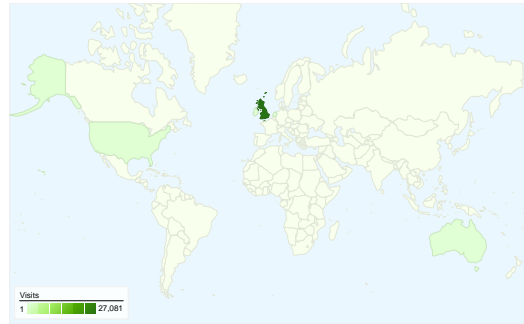
41.92% % New Visits

## Traffic Sources Overview

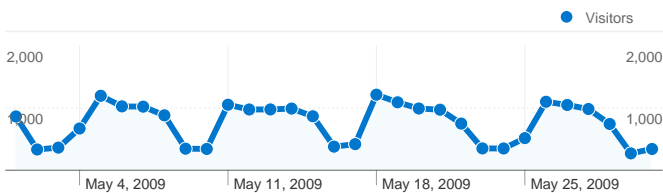


- Search Engines**  
14,983.00 (54.36%)
- Direct Traffic**  
8,642.00 (31.35%)
- Referring Sites**  
3,940.00 (14.29%)

## Map Overlay world



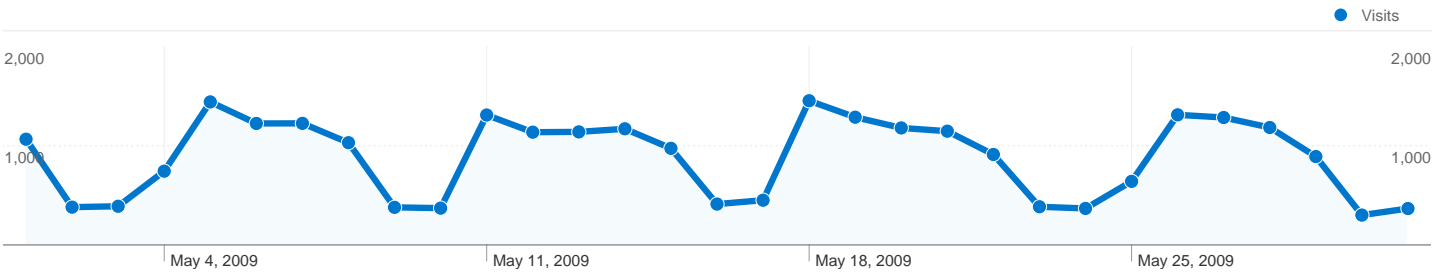
## Visitors Overview



Visitors  
16,470

## Content Overview

Pages	Pageviews	% Pageviews
/	35,761	89.99%
/na/home.nsf/HomePage?Open	2,306	5.80%
/na/Home.nsf/HomePage?Ope	1,154	2.90%
/na/Home.nsf/HomePage?Rea	247	0.62%
/na/home.nsf/HomePage?Read	235	0.59%

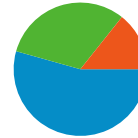


## All traffic sources sent a total of 27,565 visits

 31.35% Direct Traffic

 14.29% Referring Sites

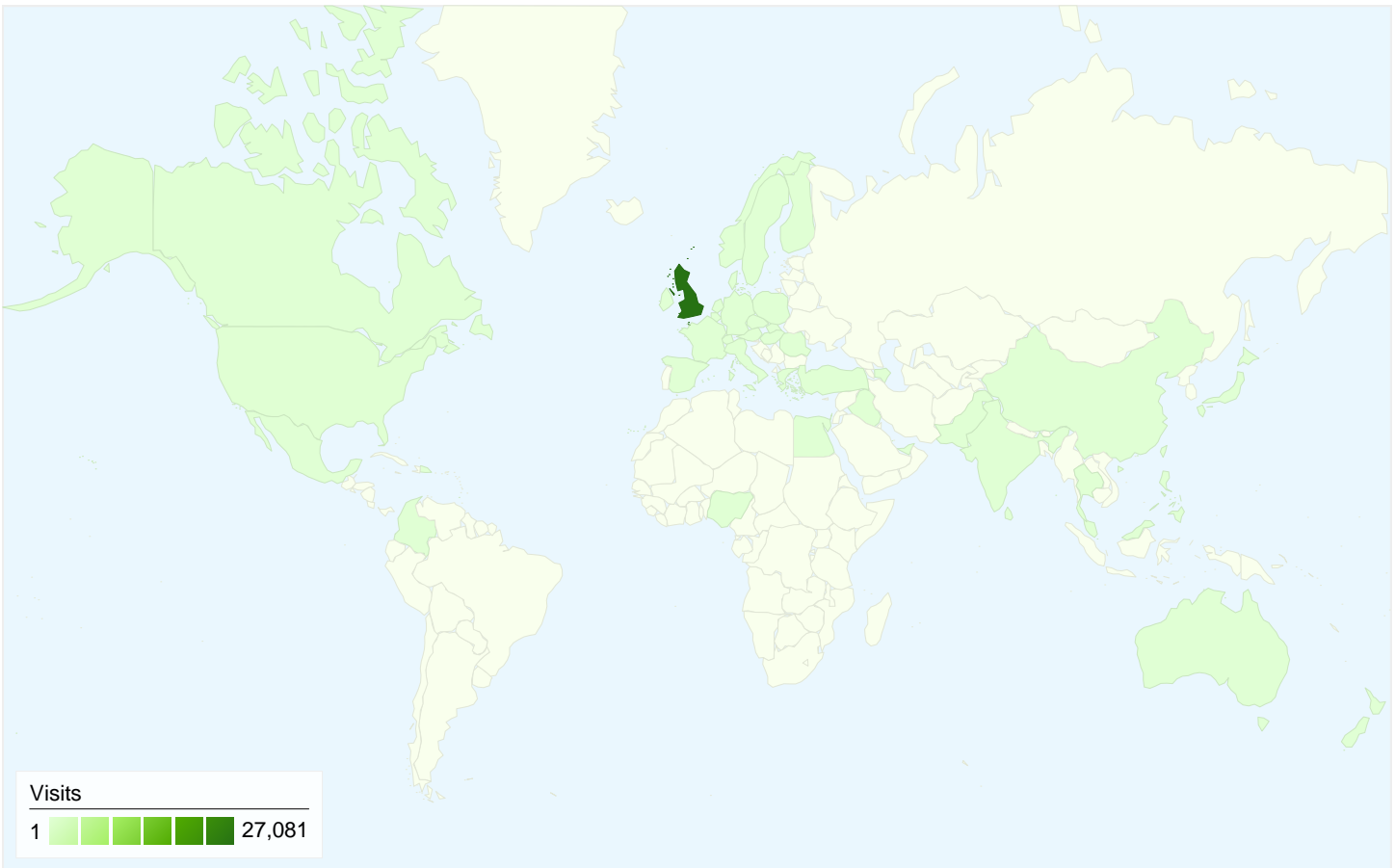
 54.36% Search Engines



- Search Engines  
14,983.00 (54.36%)
- Direct Traffic  
8,642.00 (31.35%)
- Referring Sites  
3,940.00 (14.29%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	10,823	39.26%	north ayrshire council	8,520	56.86%
(direct) ((none))	8,642	31.35%	north ayrshire	1,552	10.36%
yahoo (organic)	1,498	5.43%	nac	289	1.93%
ers.north-ayrshire.gov.uk	941	3.41%	north ayrshire council	276	1.84%
aol (organic)	924	3.35%	www.north-ayrshire.gov.uk	227	1.52%

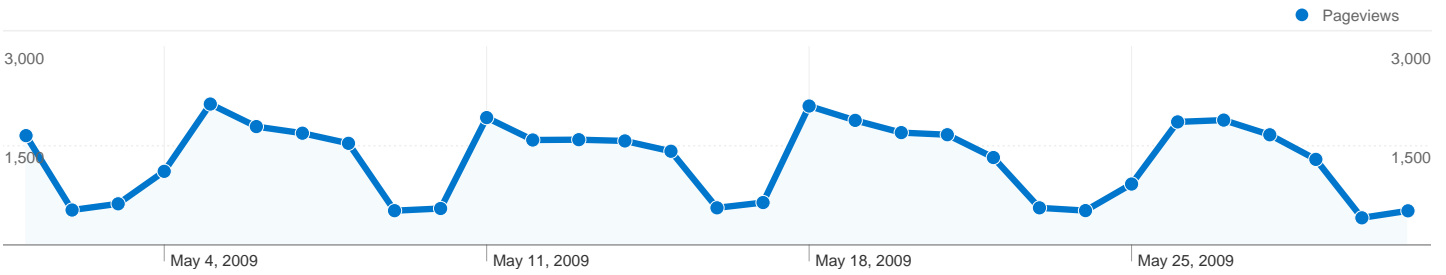


27,565 visits came from 52 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	27,081	1.44	00:01:23	41.41%	74.01%
United States	109	1.52	00:01:35	64.22%	74.31%
Netherlands	56	1.57	00:00:50	42.86%	76.79%
Ireland	35	1.40	00:00:40	94.29%	68.57%
Australia	32	1.44	00:01:12	68.75%	68.75%
Germany	31	1.48	00:01:06	80.65%	77.42%
Canada	26	1.42	00:00:57	76.92%	73.08%
(not set)	25	1.56	00:01:59	36.00%	60.00%
France	21	1.48	00:00:30	95.24%	71.43%

Spain	<b>19</b>	1.95	00:02:19	68.42%	52.63%
1 - 10 of 52					



**Pages on this site were viewed a total of 39,739 times**

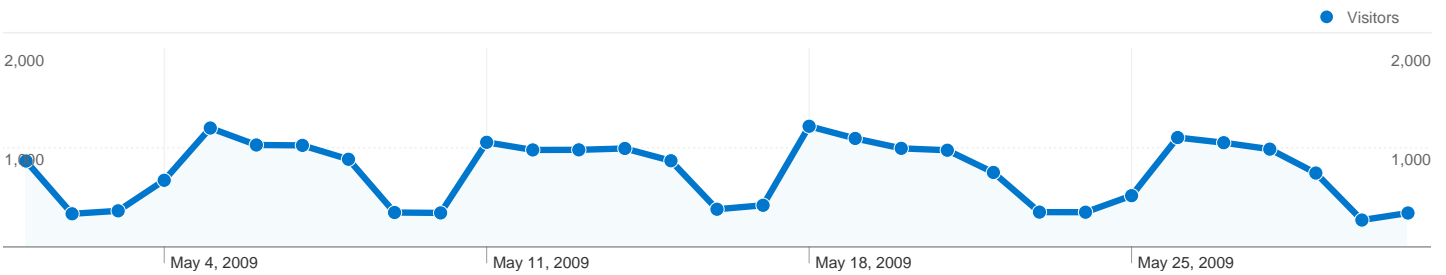
**39,739** Pageviews

**28,772** Unique Views

**73.99%** Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	35,761	89.99%
/na/home.nsf/HomePage?OpenForm=	2,306	5.80%
/na/Home.nsf/HomePage?OpenForm=	1,154	2.90%
/na/Home.nsf/HomePage?ReadForm=	247	0.62%
/na/home.nsf/HomePage?ReadForm=	235	0.59%



**16,470 people visited this site**

**27,565 Visits**

**16,470 Absolute Unique Visitors**

**39,739 Pageviews**

**1.44 Average Pageviews**

**00:01:23 Time on Site**

**73.99% Bounce Rate**

**41.92% New Visits**

**Technical Profile**

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	23,120	83.87%	DSL	11,361	41.22%
Firefox	3,043	11.04%	T1	6,645	24.11%
Safari	920	3.34%	Unknown	6,257	22.70%
Chrome	240	0.87%	Cable	1,849	6.71%
Mozilla	128	0.46%	OC3	1,112	4.03%