

## Site Usage

**50,657 Visits**

Previous: 50,787 (-0.26%)

**43.85% Bounce Rate**

Previous: 42.68% (2.75%)

**189,783 Page Views**

Previous: 187,022 (1.48%)

**00:02:42 Avg. Time on Site**

Previous: 00:02:32 (6.09%)

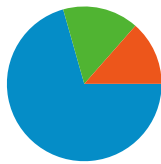
**3.75 Pages/Visit**

Previous: 3.68 (1.74%)

**42.36% % New Visits**

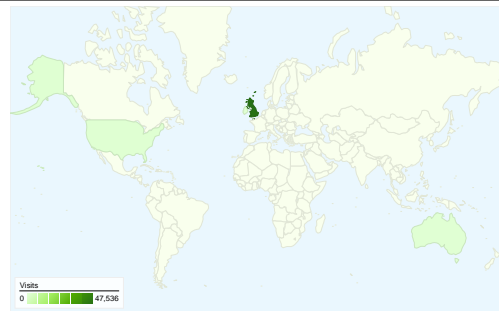
Previous: 43.97% (-3.66%)

## Traffic Sources Overview

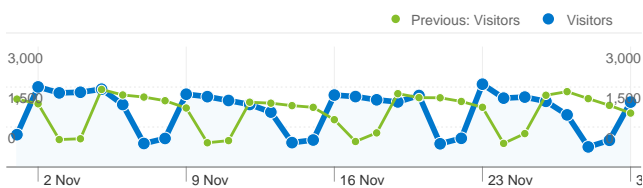


- **Search Engines**  
35,762.00 (70.60%)
- **Referring Sites**  
8,057.00 (15.91%)
- **Direct Traffic**  
6,838.00 (13.50%)

## Map Overlay world

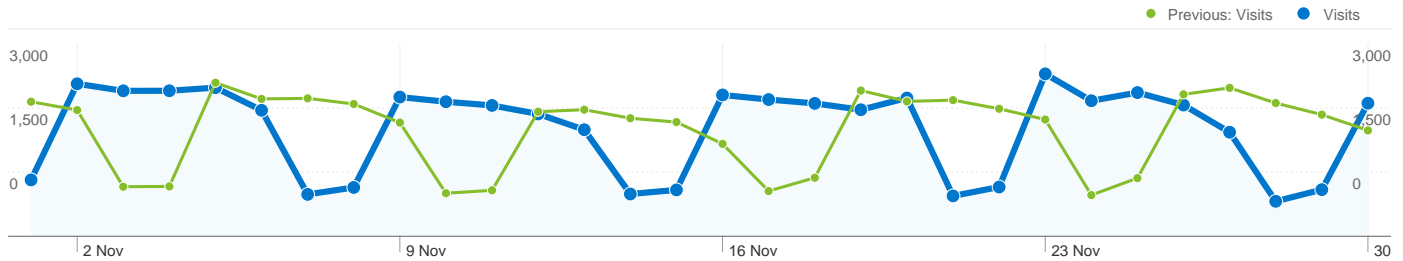


## Visitors Overview



**Visitors**  
**29,957**

Content Overview		
Pages	Page Views	% Page Views
/		
1 Nov 2009 - 30 Nov 2009	40,548	21.37%
1 Oct 2009 - 31 Oct 2009	39,983	21.38%
% Change	1.41%	-0.06%
/councilandgovernment/equalitydiversityandcitizenship/councilv		
1 Nov 2009 - 30 Nov 2009	10,673	5.62%
1 Oct 2009 - 31 Oct 2009	11,241	6.01%
% Change	-5.05%	-6.43%
/Home.aspx		
1 Nov 2009 - 30 Nov 2009	6,607	3.48%
1 Oct 2009 - 31 Oct 2009	7,583	4.05%
% Change	-12.87%	-14.14%
/businessandtrade/planningandbuildingstandards/planning-		
1 Nov 2009 - 30 Nov 2009	4,859	2.56%
1 Oct 2009 - 31 Oct 2009	3,336	1.78%
% Change	45.65%	43.53%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Coun		
1 Nov 2009 - 30 Nov 2009	3,698	1.95%
1 Oct 2009 - 31 Oct 2009	2,573	1.38%
% Change	43.72%	41.63%



## All traffic sources sent a total of 50,657 visits

### 13.50% Direct Traffic

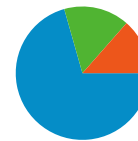
Previous: 14.87% (-9.23%)

### 15.91% Referring Sites

Previous: 14.47% (9.92%)

### 70.60% Search Engines

Previous: 70.66% (-0.09%)



- **Search Engines**  
35,762.00 (70.60%)
- **Referring Sites**  
8,057.00 (15.91%)
- **Direct Traffic**  
6,838.00 (13.50%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north ayrshire council		
1 Nov 2009 - 30 Nov 2009	30,225	59.67%	1 Nov 2009 - 30 Nov 2009	9,841	27.52%
1 Oct 2009 - 31 Oct 2009	30,126	59.32%	1 Oct 2009 - 31 Oct 2009	9,540	26.58%
% Change	0.33%	0.59%	% Change	3.16%	3.51%
(direct) ((none))			north ayrshire council vacancies		
1 Nov 2009 - 30 Nov 2009	6,838	13.50%	1 Nov 2009 - 30 Nov 2009	1,787	5.00%
1 Oct 2009 - 31 Oct 2009	7,553	14.87%	1 Oct 2009 - 31 Oct 2009	1,781	4.96%
% Change	-9.47%	-9.23%	% Change	0.34%	0.68%
bing (organic)			north ayrshire		
1 Nov 2009 - 30 Nov 2009	1,789	3.53%	1 Nov 2009 - 30 Nov 2009	1,378	3.85%
1 Oct 2009 - 31 Oct 2009	1,725	3.40%	1 Oct 2009 - 31 Oct 2009	1,276	3.56%
% Change	3.71%	3.98%	% Change	7.99%	8.37%
yahoo (organic)			north ayrshire school holidays		
1 Nov 2009 - 30 Nov 2009	1,592	3.14%	1 Nov 2009 - 30 Nov 2009	467	1.31%
1 Oct 2009 - 31 Oct 2009	1,751	3.45%	1 Oct 2009 - 31 Oct 2009	545	1.52%
% Change	-9.08%	-8.85%	% Change	-14.31%	-14.02%
surveymonkey.com (referral)			north ayrshire council jobs		
1 Nov 2009 - 30 Nov 2009	1,426	2.82%	1 Nov 2009 - 30 Nov 2009	286	0.80%
1 Oct 2009 - 31 Oct 2009	147	0.29%	1 Oct 2009 - 31 Oct 2009	268	0.75%

% Change

870.07%

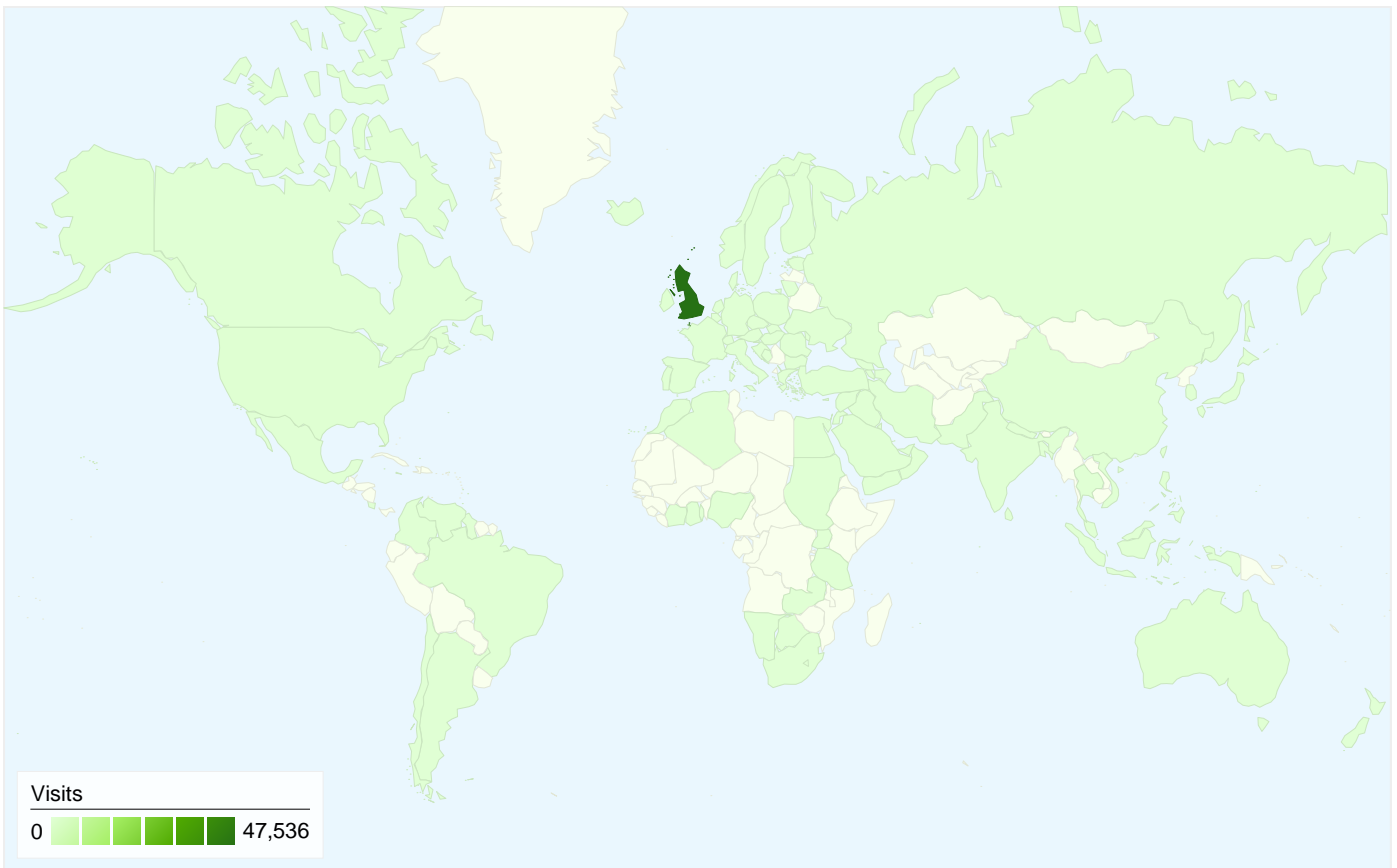
872.56%

% Change

6.72%

7.08%

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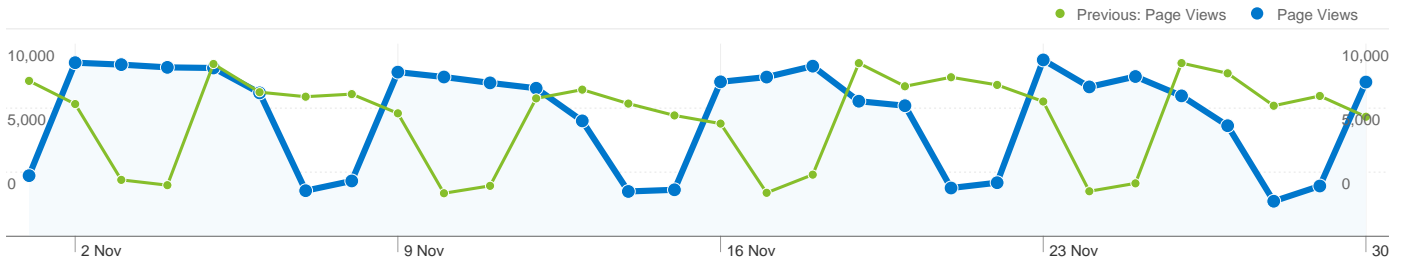
## 50,657 visits came from 115 countries/territories

### Site Usage

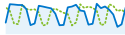
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>50,657</b> Previous: 50,787 (-0.26%)	<b>3.75</b> Previous: 3.68 (1.74%)	<b>00:02:42</b> Previous: 00:02:32 (6.09%)	<b>42.40%</b> Previous: 43.99% (-3.61%)	<b>43.85%</b> Previous: 42.68% (2.75%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United Kingdom</b>					
1 November 2009 - 30 November 2009	<b>47,536</b>	3.79	00:02:46	40.75%	42.88%
1 October 2009 - 31 October 2009	<b>47,225</b>	3.71	00:02:35	42.64%	41.87%
% Change	<b>0.66%</b>	2.24%	7.15%	<b>-4.43%</b>	<b>2.42%</b>
(not set)					
1 November 2009 - 30 November 2009	<b>1,320</b>	4.21	00:02:19	43.48%	37.05%
1 October 2009 - 31 October 2009	<b>1,582</b>	4.76	00:02:42	41.78%	31.48%
% Change	<b>-16.56%</b>	<b>-11.50%</b>	<b>-14.26%</b>	4.07%	<b>17.68%</b>
<b>Ireland</b>					
1 November 2009 - 30 November 2009	<b>341</b>	1.23	00:00:21	96.19%	92.08%
1 October 2009 - 31 October 2009	<b>330</b>	1.51	00:00:32	92.73%	87.88%
% Change	<b>3.33%</b>	<b>-18.35%</b>	<b>-32.56%</b>	3.73%	<b>4.78%</b>
<b>United States</b>					

1 November 2009 - 30 November 2009	<b>333</b>	1.79	00:00:55	88.29%	78.68%
1 October 2009 - 31 October 2009	<b>356</b>	1.99	00:01:05	82.58%	72.19%
% Change	<b>-6.46%</b>	<b>-9.88%</b>	<b>-15.43%</b>	<b>6.91%</b>	<b>8.99%</b>
Australia					
1 November 2009 - 30 November 2009	<b>144</b>	2.83	00:02:14	72.22%	65.97%
1 October 2009 - 31 October 2009	<b>147</b>	2.01	00:01:30	81.63%	74.15%
% Change	<b>-2.04%</b>	<b>41.19%</b>	<b>48.34%</b>	<b>-11.53%</b>	<b>-11.03%</b>
Netherlands					
1 November 2009 - 30 November 2009	<b>111</b>	3.32	00:01:30	58.56%	50.45%
1 October 2009 - 31 October 2009	<b>128</b>	3.98	00:02:26	46.88%	44.53%
% Change	<b>-13.28%</b>	<b>-16.63%</b>	<b>-38.44%</b>	<b>24.92%</b>	<b>13.29%</b>
Canada					
1 November 2009 - 30 November 2009	<b>110</b>	1.79	00:00:35	92.73%	75.45%
1 October 2009 - 31 October 2009	<b>106</b>	1.74	00:00:31	89.62%	71.70%
% Change	<b>3.77%</b>	<b>3.17%</b>	<b>12.37%</b>	<b>3.46%</b>	<b>5.24%</b>
India					
1 November 2009 - 30 November 2009	<b>87</b>	1.91	00:01:41	80.46%	60.92%
1 October 2009 - 31 October 2009	<b>82</b>	1.73	00:00:34	74.39%	71.95%
% Change	<b>6.10%</b>	<b>10.18%</b>	<b>193.01%</b>	<b>8.16%</b>	<b>-15.33%</b>
Germany					
1 November 2009 - 30 November 2009	<b>85</b>	5.24	00:02:31	69.41%	51.76%
1 October 2009 - 31 October 2009	<b>215</b>	2.04	00:03:25	35.81%	67.44%
% Change	<b>-60.47%</b>	<b>156.40%</b>	<b>-25.96%</b>	<b>93.81%</b>	<b>-23.25%</b>
France					
1 November 2009 - 30 November 2009	<b>56</b>	2.23	00:01:16	69.64%	66.07%
1 October 2009 - 31 October 2009	<b>62</b>	2.77	00:02:06	72.58%	54.84%
% Change	<b>-9.68%</b>	<b>-19.54%</b>	<b>-39.79%</b>	<b>-4.05%</b>	<b>20.48%</b>

1 - 10 of 115




**Pages on this site were viewed a total of 189,783 times**

 **189,783 Page Views**

Previous: 187,022 (1.48%)

 **131,394 Unique Views**

Previous: 130,383 (0.78%)

 **43.85% Bounce Rate**

Previous: 42.68% (2.75%)

## Top Content

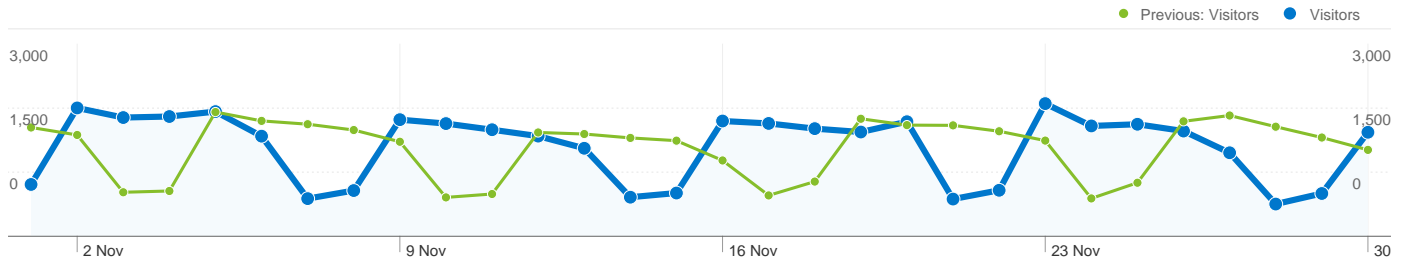
Pages	Page Views	% Page Views
/		
1 Nov 2009 - 30 Nov 2009	40,548	21.37%
1 Oct 2009 - 31 Oct 2009	39,983	21.38%
% Change	1.41%	-0.06%
/councilandgovernment/equalitydiversityandcitizenship/councilvacancies.aspx		
1 Nov 2009 - 30 Nov 2009	10,673	5.62%
1 Oct 2009 - 31 Oct 2009	11,241	6.01%
% Change	-5.05%	-6.43%
/Home.aspx		
1 Nov 2009 - 30 Nov 2009	6,607	3.48%
1 Oct 2009 - 31 Oct 2009	7,583	4.05%
% Change	-12.87%	-14.14%
/businessandtrade/planningandbuildingstandards/planning-applicationswarrantsandcertificates/planning-		
1 Nov 2009 - 30 Nov 2009	4,859	2.56%
1 Oct 2009 - 31 Oct 2009	3,336	1.78%
% Change	45.65%	43.53%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/CouncilVacancies.aspx		
1 Nov 2009 - 30 Nov 2009	3,698	1.95%
1 Oct 2009 - 31 Oct 2009	2,573	1.38%

% Change

43.72%

41.63%

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## 29,957 people visited this site

**50,657 Visits**

Previous: 50,787 (-0.26%)

**29,957 Absolute Unique Visitors**

Previous: 30,508 (-1.81%)

**189,783 Page Views**

Previous: 187,022 (1.48%)

**3.75 Average Page Views**

Previous: 3.68 (1.74%)

**00:02:42 Time on Site**

Previous: 00:02:32 (6.09%)

**43.85% Bounce Rate**

Previous: 42.68% (2.75%)

**42.36% New Visits**

Previous: 43.97% (-3.66%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
<b>Internet Explorer</b>			<b>DSL</b>		
1 Nov 2009 - 30 Nov 2009	41,920	82.75%	1 Nov 2009 - 30 Nov 2009	18,841	37.19%
1 Oct 2009 - 31 Oct 2009	41,955	82.61%	1 Oct 2009 - 31 Oct 2009	19,581	38.56%
% Change	-0.08%	0.17%	% Change	-3.78%	-3.53%
<b>Firefox</b>			<b>T1</b>		
1 Nov 2009 - 30 Nov 2009	5,379	10.62%	1 Nov 2009 - 30 Nov 2009	14,527	28.68%
1 Oct 2009 - 31 Oct 2009	5,368	10.57%	1 Oct 2009 - 31 Oct 2009	13,194	25.98%
% Change	0.20%	0.46%	% Change	10.10%	10.39%
<b>Safari</b>			<b>Unknown</b>		
1 Nov 2009 - 30 Nov 2009	1,886	3.72%	1 Nov 2009 - 30 Nov 2009	12,134	23.95%
1 Oct 2009 - 31 Oct 2009	1,976	3.89%	1 Oct 2009 - 31 Oct 2009	12,294	24.21%

% Change	-4.55%	-4.31%
Chrome		
1 Nov 2009 - 30 Nov 2009	842	1.66%
1 Oct 2009 - 31 Oct 2009	838	1.65%
% Change	0.48%	0.74%
Mozilla		
1 Nov 2009 - 30 Nov 2009	425	0.84%
1 Oct 2009 - 31 Oct 2009	396	0.78%
% Change	7.32%	7.60%

% Change	-1.30%	-1.05%
Cable		
1 Nov 2009 - 30 Nov 2009	3,264	6.44%
1 Oct 2009 - 31 Oct 2009	3,471	6.83%
% Change	-5.96%	-5.72%
OC3		
1 Nov 2009 - 30 Nov 2009	1,224	2.42%
1 Oct 2009 - 31 Oct 2009	1,510	2.97%
% Change	-18.94%	-18.73%