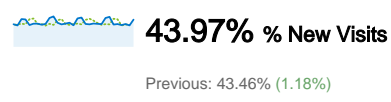
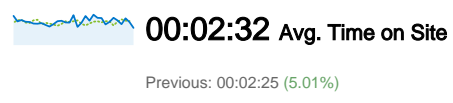
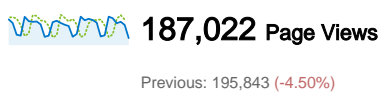
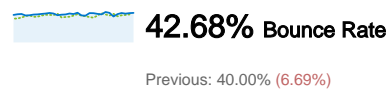
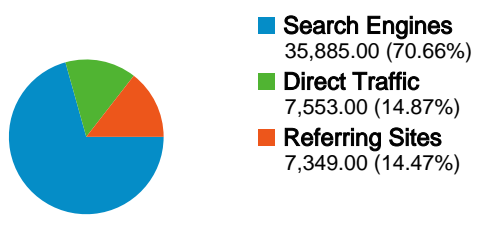


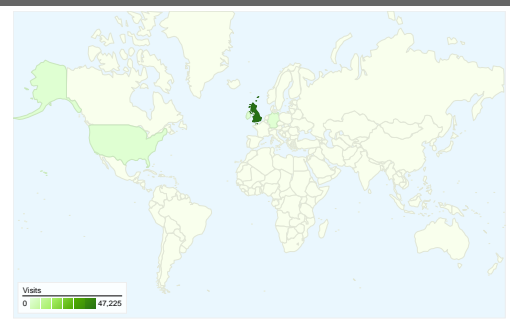
Site Usage



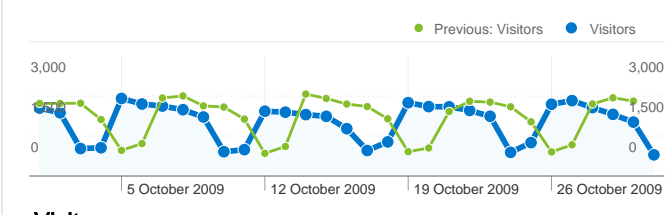
Traffic Sources Overview



Map Overlay world

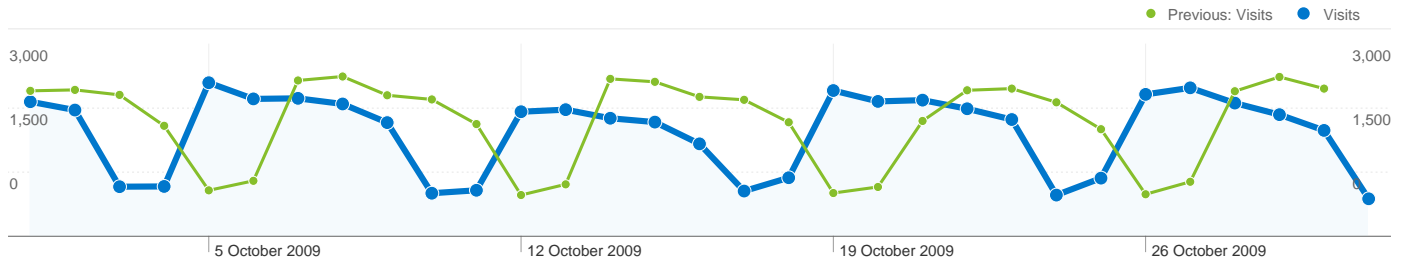


Visitors Overview



Visitors
30,508

Content Overview		
Pages	Page Views	% Page Views
/		
1 Oct 2009 - 31 Oct 2009	39,983	21.38%
1 Sep 2009 - 30 Sep 2009	44,839	22.90%
% Change	-10.83%	-6.62%
/councilandgovernment/equalitydiversityandcitizenship/councilv		
1 Oct 2009 - 31 Oct 2009	11,241	6.01%
1 Sep 2009 - 30 Sep 2009	13,902	7.10%
% Change	-19.14%	-15.33%
/Home.aspx		
1 Oct 2009 - 31 Oct 2009	7,583	4.05%
1 Sep 2009 - 30 Sep 2009	7,977	4.07%
% Change	-4.94%	-0.46%
/businessandtrade/planningandbuildingstandards/planning-		
1 Oct 2009 - 31 Oct 2009	3,336	1.78%
1 Sep 2009 - 30 Sep 2009	4,901	2.50%
% Change	-31.93%	-28.72%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/Coun		
1 Oct 2009 - 31 Oct 2009	2,573	1.38%
1 Sep 2009 - 30 Sep 2009	1,571	0.80%
% Change	63.78%	71.51%



All traffic sources sent a total of 50,787 visits

14.87% Direct Traffic

Previous: 14.30% (3.99%)

14.47% Referring Sites

Previous: 14.55% (-0.54%)

70.66% Search Engines

Previous: 71.15% (-0.69%)



- **Search Engines**
35,885.00 (70.66%)
- **Direct Traffic**
7,553.00 (14.87%)
- **Referring Sites**
7,349.00 (14.47%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north ayrshire council		
1 Oct 2009 - 31 Oct 2009	30,126	59.32%	1 Oct 2009 - 31 Oct 2009	9,540	26.58%
1 Sep 2009 - 30 Sep 2009	32,071	59.76%	1 Sep 2009 - 30 Sep 2009	10,638	27.86%
% Change	-6.06%	-0.74%	% Change	-10.32%	-4.58%
(direct) ((none))			north ayrshire council vacancies		
1 Oct 2009 - 31 Oct 2009	7,553	14.87%	1 Oct 2009 - 31 Oct 2009	1,781	4.96%
1 Sep 2009 - 30 Sep 2009	7,675	14.30%	1 Sep 2009 - 30 Sep 2009	1,722	4.51%
% Change	-1.59%	3.99%	% Change	3.43%	10.05%
yahoo (organic)			north ayrshire		
1 Oct 2009 - 31 Oct 2009	1,751	3.45%	1 Oct 2009 - 31 Oct 2009	1,276	3.56%
1 Sep 2009 - 30 Sep 2009	1,860	3.47%	1 Sep 2009 - 30 Sep 2009	1,625	4.26%
% Change	-5.86%	-0.52%	% Change	-21.48%	-16.45%
bing (organic)			north ayrshire school holidays		
1 Oct 2009 - 31 Oct 2009	1,725	3.40%	1 Oct 2009 - 31 Oct 2009	545	1.52%
1 Sep 2009 - 30 Sep 2009	1,800	3.35%	1 Sep 2009 - 30 Sep 2009	687	1.80%
% Change	-4.17%	1.27%	% Change	-20.67%	-15.59%
aol (organic)			north ayrshire council planning		
1 Oct 2009 - 31 Oct 2009	1,450	2.86%	1 Oct 2009 - 31 Oct 2009	284	0.79%
1 Sep 2009 - 30 Sep 2009	1,600	2.98%	1 Sep 2009 - 30 Sep 2009	232	0.61%

% Change

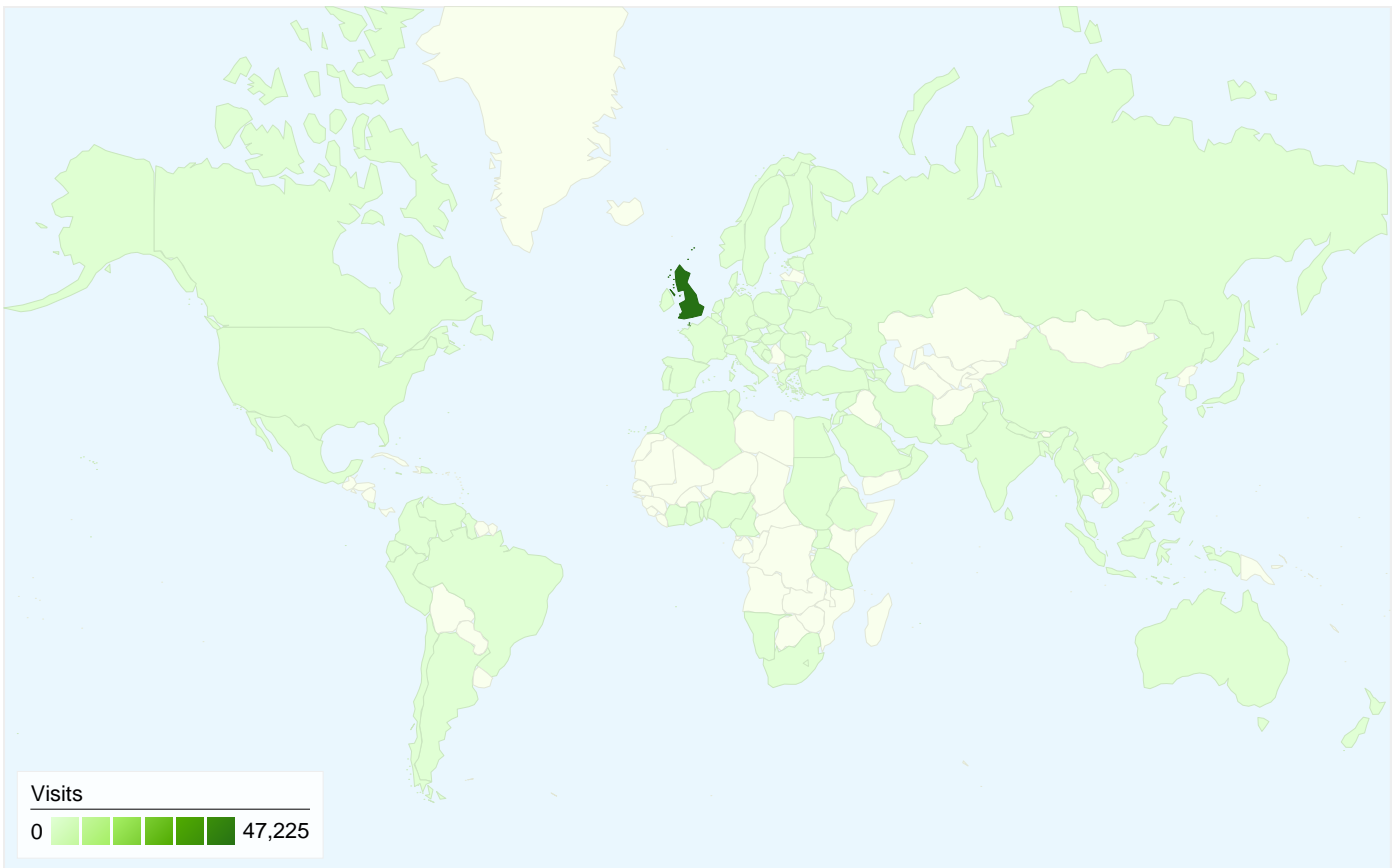
-9.38%

-4.24%

% Change

22.41%

30.26%



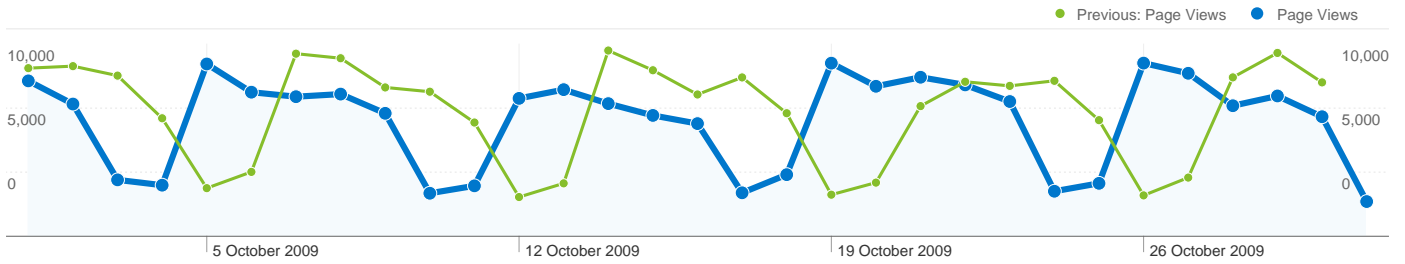
50,787 visits came from 116 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
50,787 Previous: 53,667 (-5.37%)	3.68 Previous: 3.65 (0.91%)	00:02:32 Previous: 00:02:25 (5.01%)	43.99% Previous: 43.48% (1.16%)	42.68% Previous: 40.00% (6.69%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom					
1 October 2009 - 31 October 2009	47,225	3.71	00:02:35	42.64%	41.87%
1 September 2009 - 30 September 2009	50,526	3.69	00:02:27	42.16%	39.17%
% Change	-6.53%	0.61%	5.21%	1.13%	6.88%
(not set)					
1 October 2009 - 31 October 2009	1,582	4.76	00:02:42	41.78%	31.48%
1 September 2009 - 30 September 2009	1,273	4.06	00:02:45	40.77%	31.42%
% Change	24.27%	17.07%	-2.21%	2.48%	0.18%
United States					
1 October 2009 - 31 October 2009	356	1.99	00:01:05	82.58%	72.19%
1 September 2009 - 30 September 2009	375	2.13	00:00:52	84.53%	70.93%
% Change	-5.07%	-6.56%	25.39%	-2.31%	1.77%
Ireland					

1 October 2009 - 31 October 2009	330	1.51	00:00:32	92.73%	87.88%
1 September 2009 - 30 September 2009	256	1.61	00:00:39	90.23%	85.16%
% Change	28.91%	-6.27%	-19.37%	2.76%	3.20%
Germany					
1 October 2009 - 31 October 2009	215	2.04	00:03:25	35.81%	67.44%
1 September 2009 - 30 September 2009	134	2.49	00:02:00	59.70%	62.69%
% Change	60.45%	-18.08%	70.58%	-40.01%	7.59%
Australia					
1 October 2009 - 31 October 2009	147	2.01	00:01:30	81.63%	74.15%
1 September 2009 - 30 September 2009	146	2.18	00:01:27	79.45%	70.55%
% Change	0.68%	-7.86%	3.35%	2.74%	5.11%
Netherlands					
1 October 2009 - 31 October 2009	128	3.98	00:02:26	46.88%	44.53%
1 September 2009 - 30 September 2009	160	4.34	00:02:19	48.12%	42.50%
% Change	-20.00%	-8.45%	4.93%	-2.60%	4.78%
Canada					
1 October 2009 - 31 October 2009	106	1.74	00:00:31	89.62%	71.70%
1 September 2009 - 30 September 2009	108	1.56	00:01:21	91.67%	77.78%
% Change	-1.85%	11.59%	-61.17%	-2.23%	-7.82%
India					
1 October 2009 - 31 October 2009	82	1.73	00:00:34	74.39%	71.95%
1 September 2009 - 30 September 2009	94	1.82	00:00:57	87.23%	71.28%
% Change	-12.77%	-4.81%	-39.34%	-14.72%	0.95%
France					
1 October 2009 - 31 October 2009	62	2.77	00:02:06	72.58%	54.84%
1 September 2009 - 30 September 2009	53	2.64	00:02:18	77.36%	45.28%
% Change	16.98%	5.02%	-8.33%	-6.18%	21.10%

1 - 10 of 116



Pages on this site were viewed a total of 187,022 times



187,022 Page Views

Previous: 195,843 (-4.50%)



130,383 Unique Views

Previous: 137,272 (-5.02%)



42.68% Bounce Rate

Previous: 40.00% (6.69%)

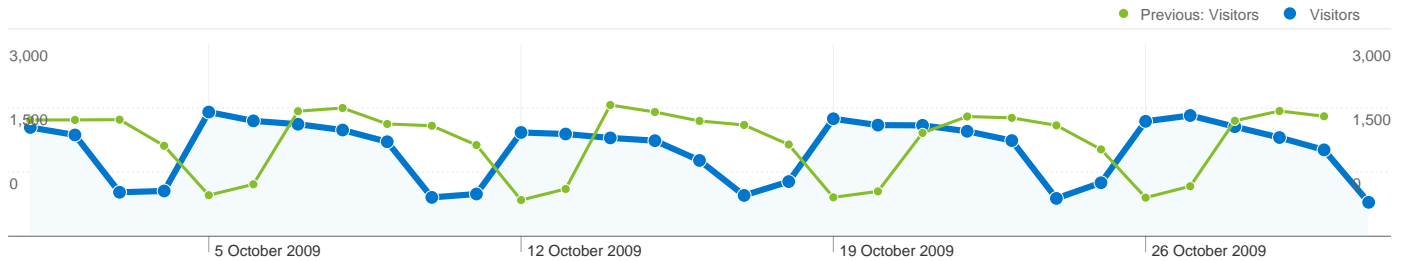
Top Content

Pages	Page Views	% Page Views
/		
1 Oct 2009 - 31 Oct 2009	39,983	21.38%
1 Sep 2009 - 30 Sep 2009	44,839	22.90%
% Change	-10.83%	-6.62%
/councilandgovernment/equalitydiversityandcitizenship/councilvacancies.aspx		
1 Oct 2009 - 31 Oct 2009	11,241	6.01%
1 Sep 2009 - 30 Sep 2009	13,902	7.10%
% Change	-19.14%	-15.33%
/Home.aspx		
1 Oct 2009 - 31 Oct 2009	7,583	4.05%
1 Sep 2009 - 30 Sep 2009	7,977	4.07%
% Change	-4.94%	-0.46%
/businessandtrade/planningandbuildingstandards/planning-applicationswarrantsandcertificates/planning-		
1 Oct 2009 - 31 Oct 2009	3,336	1.78%
1 Sep 2009 - 30 Sep 2009	4,901	2.50%
% Change	-31.93%	-28.72%
/CouncilAndGovernment/EqualityDiversityAndCitizenship/CouncilVacancies.aspx		
1 Oct 2009 - 31 Oct 2009	2,573	1.38%
1 Sep 2009 - 30 Sep 2009	1,571	0.80%

% Change

63.78%

71.51%



30,508 people visited this site

 **50,787** Visits

Previous: 53,667 (-5.37%)

 **30,508** Absolute Unique Visitors

Previous: 31,480 (-3.09%)

 **187,022** Page Views

Previous: 195,843 (-4.50%)

 **3.68** Average Page Views


Previous: 3.65 (0.91%)

 **00:02:32** Time on Site

Previous: 00:02:25 (5.01%)

 **42.68%** Bounce Rate

Previous: 40.00% (6.69%)

 **43.97%** New Visits

Previous: 43.46% (1.18%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			DSL		
1 Oct 2009 - 31 Oct 2009	41,955	82.61%	1 Oct 2009 - 31 Oct 2009	19,581	38.56%
1 Sep 2009 - 30 Sep 2009	44,432	82.79%	1 Sep 2009 - 30 Sep 2009	21,004	39.14%
% Change	-5.57%	-0.22%	% Change	-6.77%	-1.49%
Firefox			T1		
1 Oct 2009 - 31 Oct 2009	5,368	10.57%	1 Oct 2009 - 31 Oct 2009	13,194	25.98%
1 Sep 2009 - 30 Sep 2009	5,775	10.76%	1 Sep 2009 - 30 Sep 2009	13,509	25.17%
% Change	-7.05%	-1.78%	% Change	-2.33%	3.21%
Safari			Unknown		
1 Oct 2009 - 31 Oct 2009	1,976	3.89%	1 Oct 2009 - 31 Oct 2009	12,294	24.21%
1 Sep 2009 - 30 Sep 2009	2,250	4.19%	1 Sep 2009 - 30 Sep 2009	13,036	24.29%

% Change	-12.18%	-7.20%
Chrome		
1 Oct 2009 - 31 Oct 2009	838	1.65%
1 Sep 2009 - 30 Sep 2009	672	1.25%
% Change	24.70%	31.77%
Mozilla		
1 Oct 2009 - 31 Oct 2009	396	0.78%
1 Sep 2009 - 30 Sep 2009	310	0.58%
% Change	27.74%	34.99%

% Change	-5.69%	-0.34%
Cable		
1 Oct 2009 - 31 Oct 2009	3,471	6.83%
1 Sep 2009 - 30 Sep 2009	3,797	7.08%
% Change	-8.59%	-3.40%
OC3		
1 Oct 2009 - 31 Oct 2009	1,510	2.97%
1 Sep 2009 - 30 Sep 2009	1,559	2.90%
% Change	-3.14%	2.35%