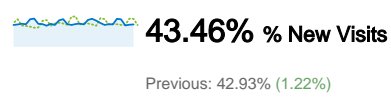
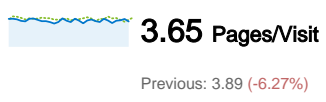
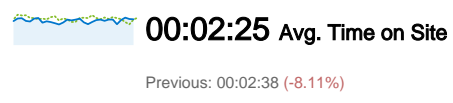
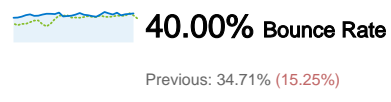
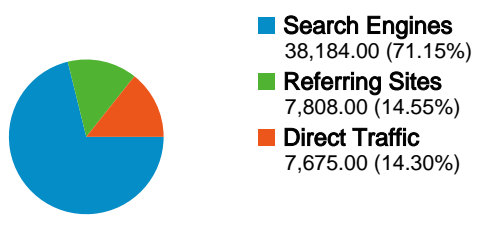


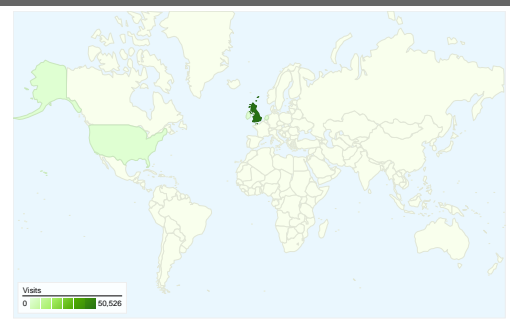
Site Usage



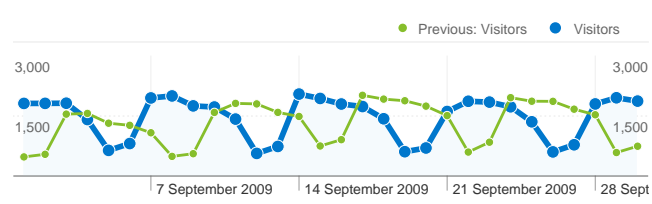
Traffic Sources Overview



Map Overlay world

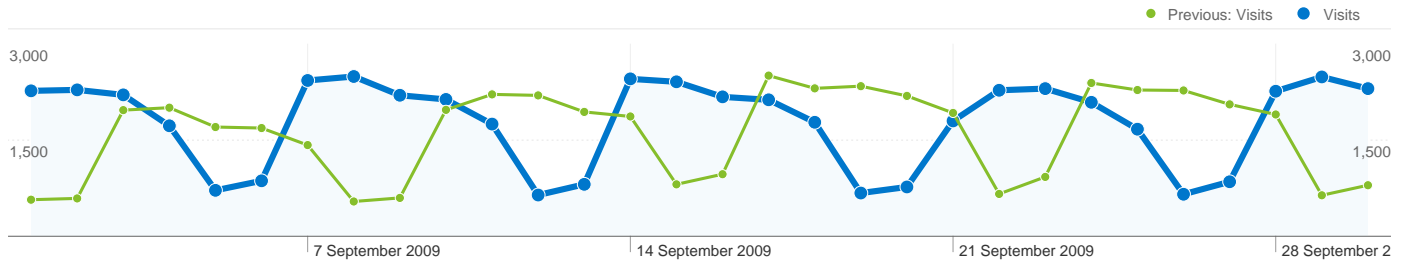


Visitors Overview



Visitors
31,480

Content Overview		
Pages	Page Views	% Page Views
/		
1 Sep 2009 - 30 Sep 2009	44,839	22.90%
1 Aug 2009 - 31 Aug 2009	48,999	24.83%
% Change	-8.49%	-7.81%
/councilandgovernment/equalitydiversityandcitizenship/councilv		
1 Sep 2009 - 30 Sep 2009	13,902	7.10%
1 Aug 2009 - 31 Aug 2009	14,854	7.53%
% Change	-6.41%	-5.71%
/Home.aspx		
1 Sep 2009 - 30 Sep 2009	7,977	4.07%
1 Aug 2009 - 31 Aug 2009	8,677	4.40%
% Change	-8.07%	-7.38%
/businessandtrade/planningandbuildingstandards/planning-		
1 Sep 2009 - 30 Sep 2009	4,901	2.50%
1 Aug 2009 - 31 Aug 2009	5,684	2.88%
% Change	-13.78%	-13.13%
/educationandlearning/nurseriesandplaygroups/termholidayand		
1 Sep 2009 - 30 Sep 2009	3,185	1.63%
1 Aug 2009 - 31 Aug 2009	4,625	2.34%
% Change	-31.14%	-30.62%



All traffic sources sent a total of 53,667 visits

14.30% Direct Traffic

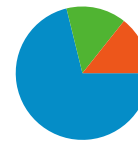
Previous: 18.75% (-23.72%)

14.55% Referring Sites

Previous: 13.62% (6.78%)

71.15% Search Engines

Previous: 67.63% (5.21%)



- **Search Engines**
38,184.00 (71.15%)
- **Referring Sites**
7,808.00 (14.55%)
- **Direct Traffic**
7,675.00 (14.30%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
1 Sep 2009 - 30 Sep 2009	32,071	59.76%
1 Aug 2009 - 31 Aug 2009	27,884	55.02%
% Change	15.02%	8.61%
(direct) ((none))		
1 Sep 2009 - 30 Sep 2009	7,675	14.30%
1 Aug 2009 - 31 Aug 2009	9,501	18.75%
% Change	-19.22%	-23.72%
yahoo (organic)		
1 Sep 2009 - 30 Sep 2009	1,860	3.47%
1 Aug 2009 - 31 Aug 2009	2,359	4.65%
% Change	-21.15%	-25.54%
bing (organic)		
1 Sep 2009 - 30 Sep 2009	1,800	3.35%
1 Aug 2009 - 31 Aug 2009	1,668	3.29%
% Change	7.91%	1.91%
aol (organic)		
1 Sep 2009 - 30 Sep 2009	1,600	2.98%
1 Aug 2009 - 31 Aug 2009	1,517	2.99%

Keywords	Visits	% visits
north ayrshire council		
1 Sep 2009 - 30 Sep 2009	10,638	27.86%
1 Aug 2009 - 31 Aug 2009	11,839	34.54%
% Change	-10.14%	-19.35%
north ayrshire council vacancies		
1 Sep 2009 - 30 Sep 2009	1,722	4.51%
1 Aug 2009 - 31 Aug 2009	1,448	4.22%
% Change	18.92%	6.74%
north ayrshire		
1 Sep 2009 - 30 Sep 2009	1,625	4.26%
1 Aug 2009 - 31 Aug 2009	1,671	4.88%
% Change	-2.75%	-12.71%
north ayrshire school holidays		
1 Sep 2009 - 30 Sep 2009	687	1.80%
1 Aug 2009 - 31 Aug 2009	443	1.29%
% Change	55.08%	39.20%
north ayrshire council jobs		
1 Sep 2009 - 30 Sep 2009	376	0.98%
1 Aug 2009 - 31 Aug 2009	361	1.05%

% Change

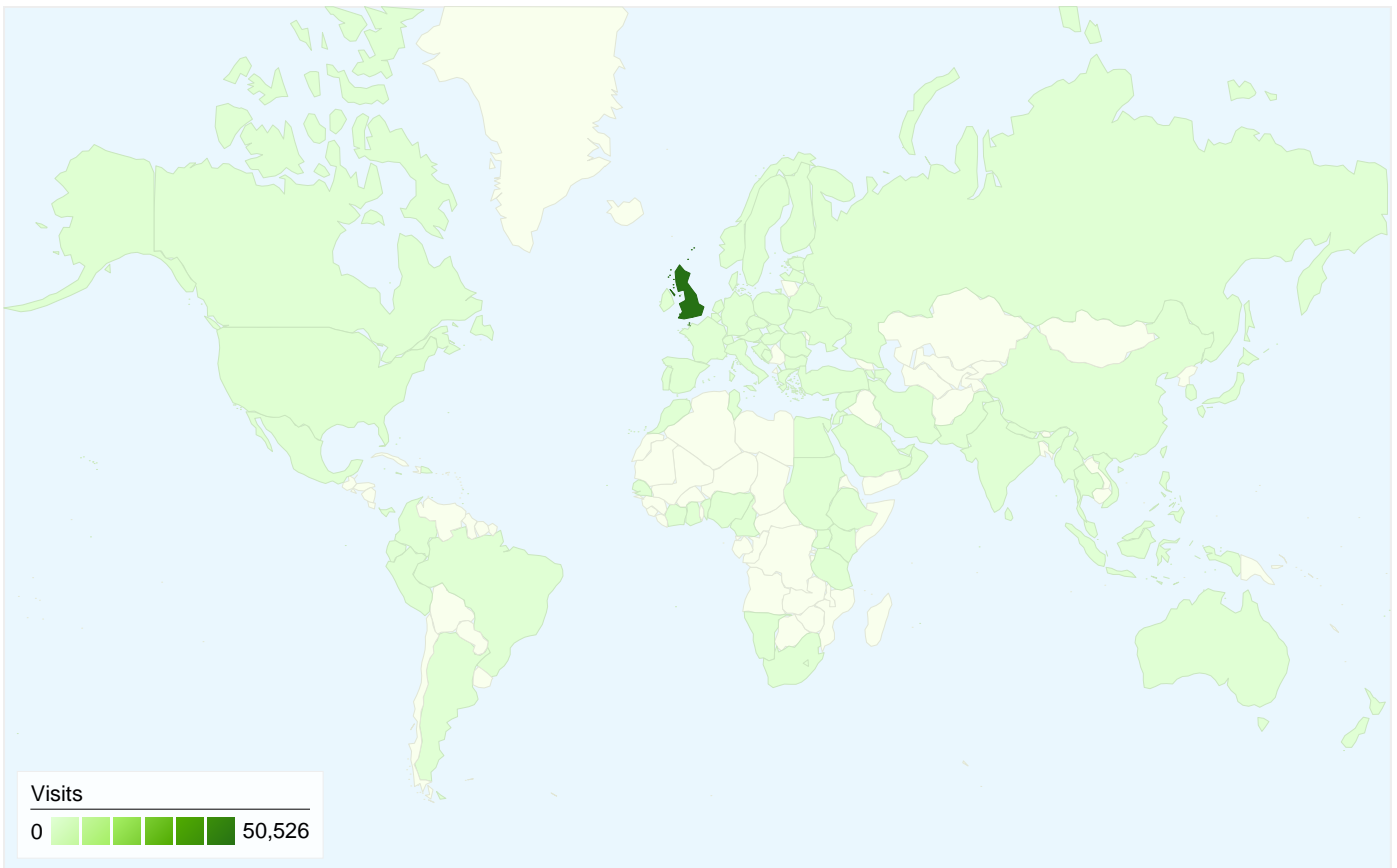
5.47%

-0.40%

% Change

4.16%

-6.51%



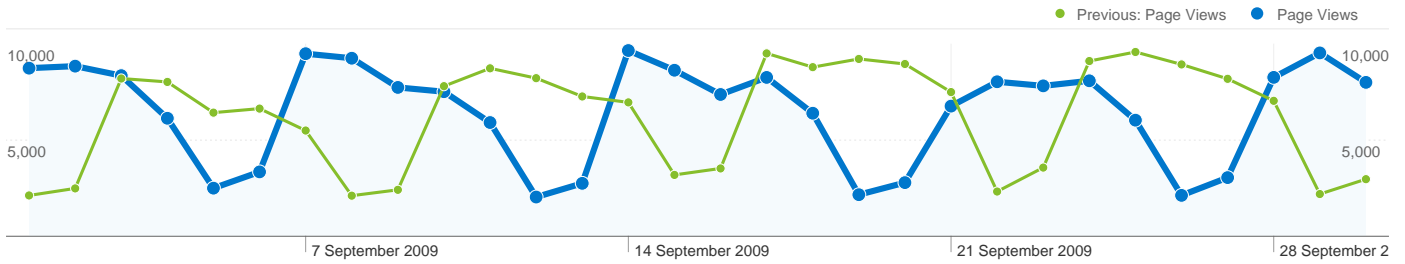
53,667 visits came from 115 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
53,667 Previous: 50,679 (5.90%)	3.65 Previous: 3.89 (-6.27%)	00:02:25 Previous: 00:02:38 (-8.11%)	43.48% Previous: 42.96% (1.22%)	40.00% Previous: 34.71% (15.25%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom					
1 September 2009 - 30 September 2009	50,526	3.69	00:02:27	42.16%	39.17%
1 August 2009 - 31 August 2009	49,246	3.93	00:02:40	41.86%	33.86%
% Change	2.60%	-6.23%	-8.02%	0.71%	15.67%
(not set)					
1 September 2009 - 30 September 2009	1,273	4.06	00:02:45	40.77%	31.42%
1 August 2009 - 31 August 2009	51	4.27	00:02:06	52.94%	49.02%
% Change	2,396.08%	-4.97%	31.28%	-22.99%	-35.90%
United States					
1 September 2009 - 30 September 2009	375	2.13	00:00:52	84.53%	70.93%
1 August 2009 - 31 August 2009	311	2.25	00:01:15	86.50%	69.45%
% Change	20.58%	-5.57%	-30.92%	-2.27%	2.13%
Ireland					

1 September 2009 - 30 September 2009	256	1.61	00:00:39	90.23%	85.16%
1 August 2009 - 31 August 2009	157	1.60	00:00:31	95.54%	84.71%
% Change	63.06%	0.91%	27.88%	-5.55%	0.52%
Netherlands					
1 September 2009 - 30 September 2009	160	4.34	00:02:19	48.12%	42.50%
1 August 2009 - 31 August 2009	108	3.50	00:02:27	50.00%	38.89%
% Change	48.15%	24.11%	-4.87%	-3.75%	9.29%
Australia					
1 September 2009 - 30 September 2009	146	2.18	00:01:27	79.45%	70.55%
1 August 2009 - 31 August 2009	72	1.93	00:01:25	93.06%	79.17%
% Change	102.78%	12.82%	2.36%	-14.62%	-10.89%
Germany					
1 September 2009 - 30 September 2009	134	2.49	00:02:00	59.70%	62.69%
1 August 2009 - 31 August 2009	104	3.39	00:01:46	63.46%	49.04%
% Change	28.85%	-26.57%	13.33%	-5.92%	27.83%
Canada					
1 September 2009 - 30 September 2009	108	1.56	00:01:21	91.67%	77.78%
1 August 2009 - 31 August 2009	80	1.59	00:00:53	88.75%	71.25%
% Change	35.00%	-2.01%	53.52%	3.29%	9.16%
India					
1 September 2009 - 30 September 2009	94	1.82	00:00:57	87.23%	71.28%
1 August 2009 - 31 August 2009	63	1.81	00:01:50	88.89%	65.08%
% Change	49.21%	0.53%	-48.47%	-1.86%	9.52%
France					
1 September 2009 - 30 September 2009	53	2.64	00:02:18	77.36%	45.28%
1 August 2009 - 31 August 2009	70	3.26	00:02:30	62.86%	37.14%
% Change	-24.29%	-18.90%	-8.24%	23.07%	21.92%


1 - 10 of 115



Pages on this site were viewed a total of 195,843 times

 **195,843 Page Views**

Previous: 197,305 (-0.74%)

 **137,272 Unique Views**

Previous: 134,962 (1.71%)

 **40.00% Bounce Rate**

Previous: 34.71% (15.26%)

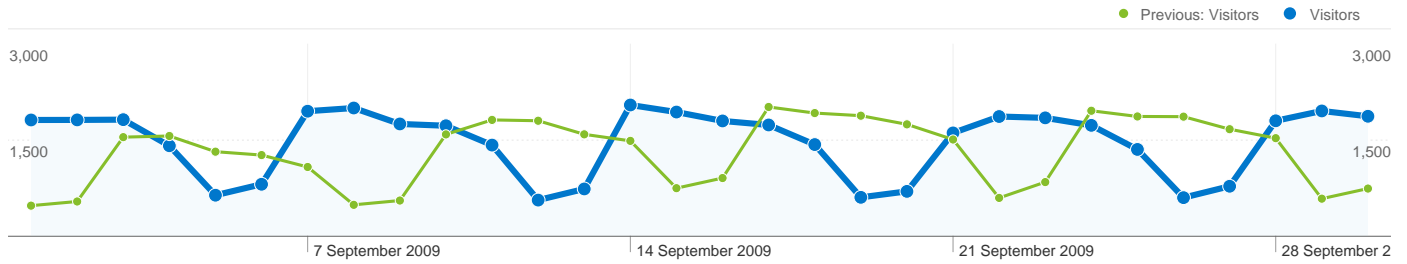
Top Content

Pages	Page Views	% Page Views
/		
1 Sep 2009 - 30 Sep 2009	44,839	22.90%
1 Aug 2009 - 31 Aug 2009	48,999	24.83%
% Change	-8.49%	-7.81%
/councilandgovernment/equalitydiversityandcitizenship/councilvacancies.aspx		
1 Sep 2009 - 30 Sep 2009	13,902	7.10%
1 Aug 2009 - 31 Aug 2009	14,854	7.53%
% Change	-6.41%	-5.71%
/Home.aspx		
1 Sep 2009 - 30 Sep 2009	7,977	4.07%
1 Aug 2009 - 31 Aug 2009	8,677	4.40%
% Change	-8.07%	-7.38%
/businessandtrade/planningandbuildingstandards/planning-applicationswarrantsandcertificates/planning-		
1 Sep 2009 - 30 Sep 2009	4,901	2.50%
1 Aug 2009 - 31 Aug 2009	5,684	2.88%
% Change	-13.78%	-13.13%
/educationandlearning/nurseriesandplaygroups/termholidayandclosuredates.aspx		
1 Sep 2009 - 30 Sep 2009	3,185	1.63%
1 Aug 2009 - 31 Aug 2009	4,625	2.34%

% Change

-31.14%

-30.62%



31,480 people visited this site

53,667 Visits

Previous: 50,679 (5.90%)

31,480 Absolute Unique Visitors

Previous: 28,926 (8.83%)

195,843 Page Views

Previous: 197,305 (-0.74%)

3.65 Average Page Views

Previous: 3.89 (-6.27%)

00:02:25 Time on Site

Previous: 00:02:38 (-8.11%)

40.00% Bounce Rate

Previous: 34.71% (15.25%)

43.46% New Visits

Previous: 42.93% (1.22%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			DSL		
1 Sep 2009 - 30 Sep 2009	44,432	82.79%	1 Sep 2009 - 30 Sep 2009	21,004	39.14%
1 Aug 2009 - 31 Aug 2009	42,495	83.85%	1 Aug 2009 - 31 Aug 2009	20,822	41.09%
% Change	4.56%	-1.26%	% Change	0.87%	-4.74%
Firefox			T1		
1 Sep 2009 - 30 Sep 2009	5,775	10.76%	1 Sep 2009 - 30 Sep 2009	13,509	25.17%
1 Aug 2009 - 31 Aug 2009	5,260	10.38%	1 Aug 2009 - 31 Aug 2009	12,394	24.46%
% Change	9.79%	3.68%	% Change	9.00%	2.93%
Safari			Unknown		
1 Sep 2009 - 30 Sep 2009	2,250	4.19%	1 Sep 2009 - 30 Sep 2009	13,036	24.29%
1 Aug 2009 - 31 Aug 2009	1,794	3.54%	1 Aug 2009 - 31 Aug 2009	11,619	22.93%

% Change	25.42%	18.44%
Chrome		
1 Sep 2009 - 30 Sep 2009	672	1.25%
1 Aug 2009 - 31 Aug 2009	654	1.29%
% Change	2.75%	-2.97%
Mozilla		
1 Sep 2009 - 30 Sep 2009	310	0.58%
1 Aug 2009 - 31 Aug 2009	256	0.51%
% Change	21.09%	14.35%

% Change	12.20%	5.95%
Cable		
1 Sep 2009 - 30 Sep 2009	3,797	7.08%
1 Aug 2009 - 31 Aug 2009	3,596	7.10%
% Change	5.59%	-0.29%
OC3		
1 Sep 2009 - 30 Sep 2009	1,559	2.90%
1 Aug 2009 - 31 Aug 2009	1,563	3.08%
% Change	-0.26%	-5.81%