

**Site Usage**

**82,042** Visits

**29.63%** Bounce Rate

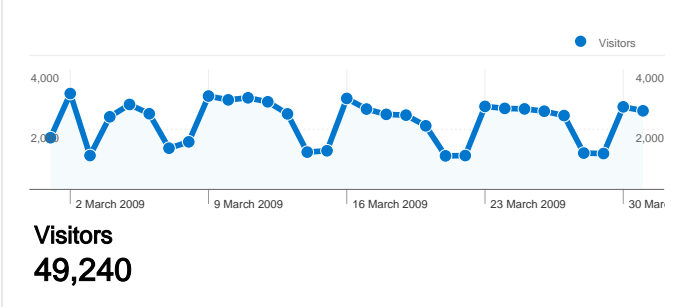
**396,141** Page Views

**00:02:38** Avg. Time on Site

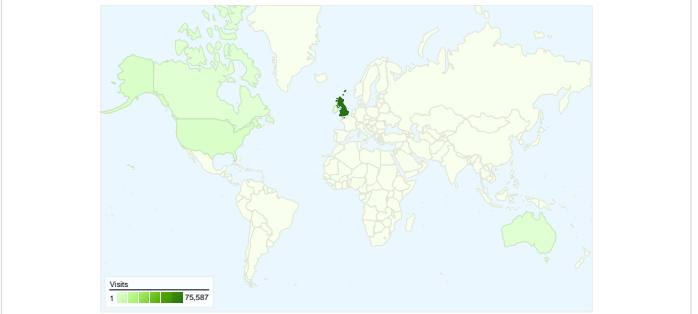
**4.83** Pages/Visit

**43.77%** % New Visits

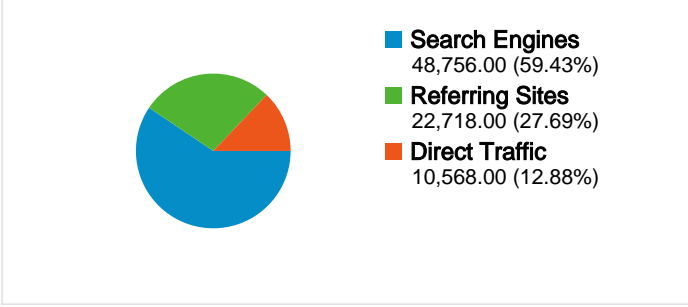
**Visitors Overview**



**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

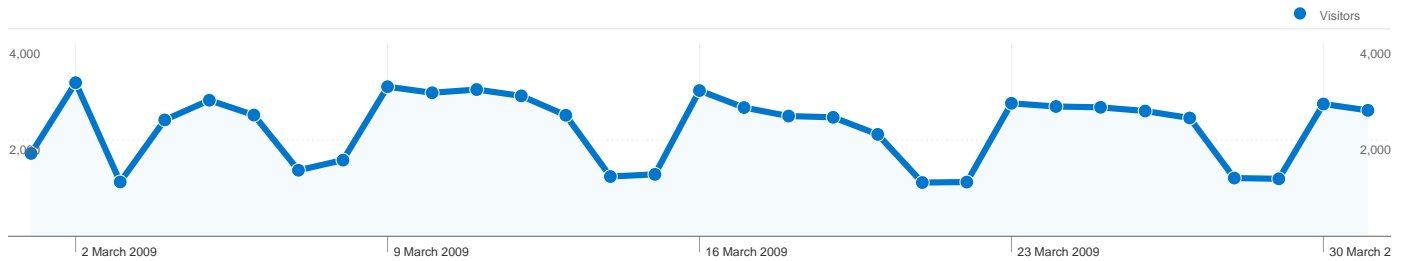
Pages	Page Views	% Page Views
/index/	40,628	10.26%
/index/council/jobs/jobvacanci	30,914	7.80%
/exlinks/undefined/undefined	12,741	3.22%
/exlinks/stirling.myjobscotland.	10,621	2.68%
/jobs	6,038	1.52%

**Top Content**

Page	Page Views	% visits
/index/	40,628	10.26%
/index/council/jobs/jobvacanci	30,914	7.80%
/exlinks/undefined/undefined	12,741	3.22%
/exlinks/stirling.myjobscotland.	10,621	2.68%
/jobs	6,038	1.52%

**Content Drilldown**

Page	Page Views	% visits
/index/	269,511	68.03%
/exlinks/	44,366	11.20%
/downloads/	12,109	3.06%
/tolbooth/	9,156	2.31%
/kidscorner/	6,983	1.76%



## 49,240 people visited this site

**82,042** Visits

**49,240** Absolute Unique Visitors

**396,141** Page Views

**4.83** Average Page Views

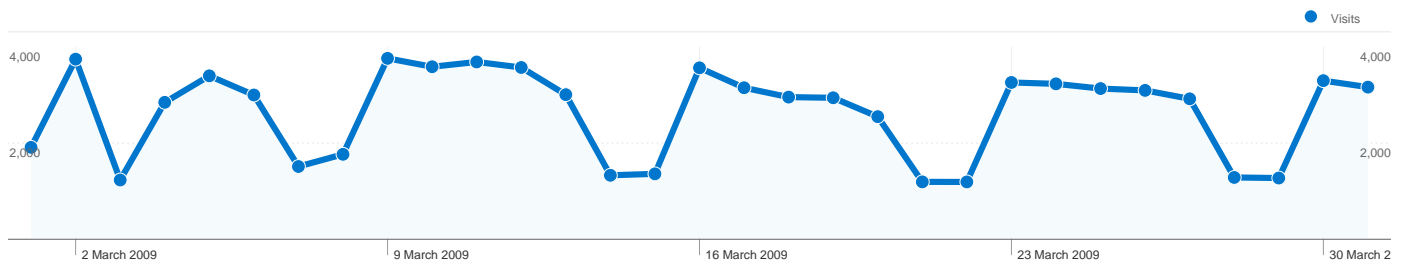
**00:02:38** Time on Site

**29.63%** Bounce Rate


**43.77%** New Visits

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	67,809	82.65%	DSL	31,462	38.35%
Firefox	10,536	12.84%	T1	20,834	25.39%
Safari	2,557	3.12%	Unknown	18,099	22.06%
Chrome	454	0.55%	Cable	8,667	10.56%
Opera	288	0.35%	OC3	1,568	1.91%



**All traffic sources sent a total of 82,042 visits**

 **12.88%** Direct Traffic

 **27.69%** Referring Sites

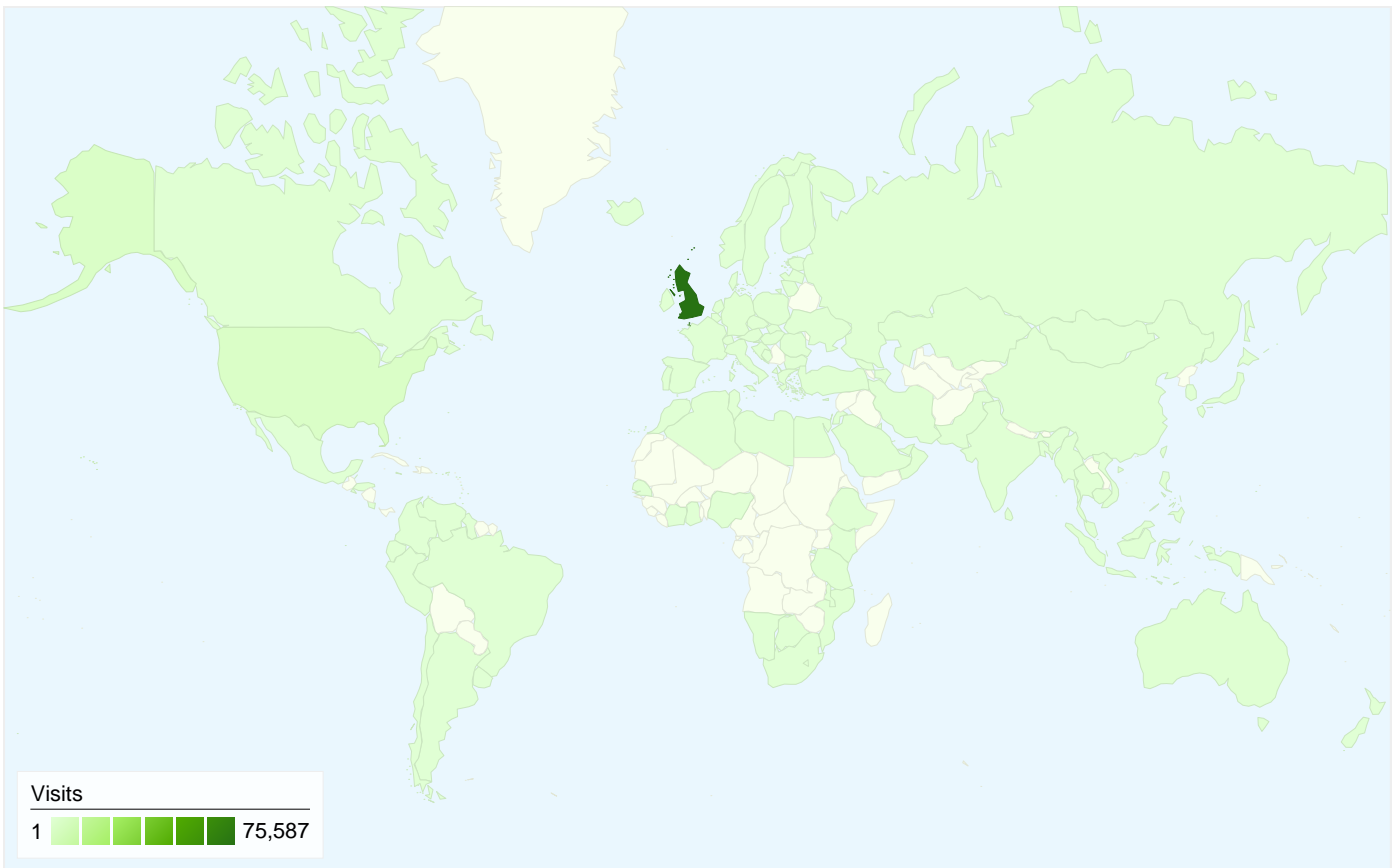
 **59.43%** Search Engines



- **Search Engines**  
48,756.00 (59.43%)
- **Referring Sites**  
22,718.00 (27.69%)
- **Direct Traffic**  
10,568.00 (12.88%)

### Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	41,117	50.12%	stirling council	14,464	29.67%
(direct) ((none))	10,568	12.88%	babysitting games	1,812	3.72%
web.stirling.gov.uk (referral)	9,260	11.29%	stirling	1,408	2.89%
dogpages.org.uk (referral)	3,076	3.75%	stirling council jobs	840	1.72%
yahoo (organic)	2,575	3.14%	stirling council vacancies	840	1.72%

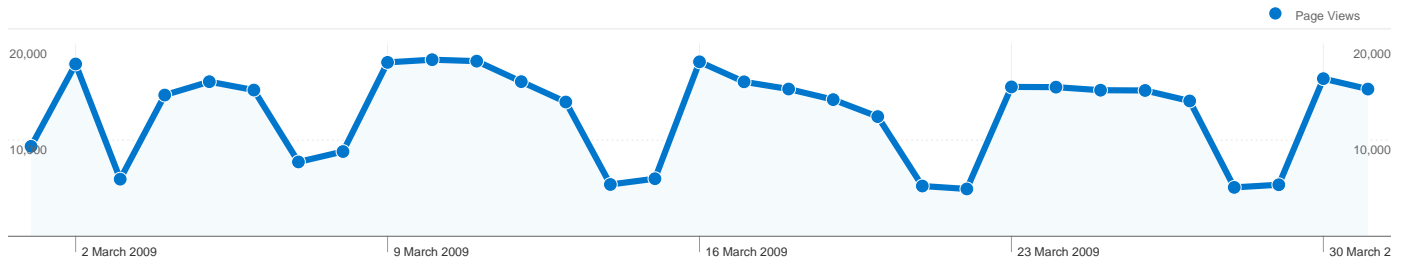


**82,042 visits came from 128 countries/territories**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>82,042</b> % of Site Total: 100.00%	<b>4.83</b> Site Avg: 4.83 (0.00%)	<b>00:02:38</b> Site Avg: 00:02:38 (0.00%)	<b>43.81%</b> Site Avg: 43.77% (0.09%)	<b>29.63%</b> Site Avg: 29.63% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	<b>75,587</b>	4.96	00:02:38	40.26%	27.48%
United States	<b>2,940</b>	2.99	00:03:34	86.97%	56.90%
Australia	<b>484</b>	3.28	00:02:03	87.60%	53.31%
Canada	<b>353</b>	4.06	00:02:17	83.85%	49.01%
Ireland	<b>251</b>	3.29	00:01:38	84.86%	68.13%
Germany	<b>245</b>	6.01	00:02:40	71.02%	40.82%
France	<b>215</b>	3.42	00:01:50	78.60%	52.09%
Spain	<b>182</b>	4.67	00:02:54	82.42%	48.90%
Netherlands	<b>146</b>	3.38	00:01:26	83.56%	43.15%
Italy	<b>116</b>	3.64	00:02:16	75.86%	38.79%

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**Pages on this site were viewed a total of 396,141 times**

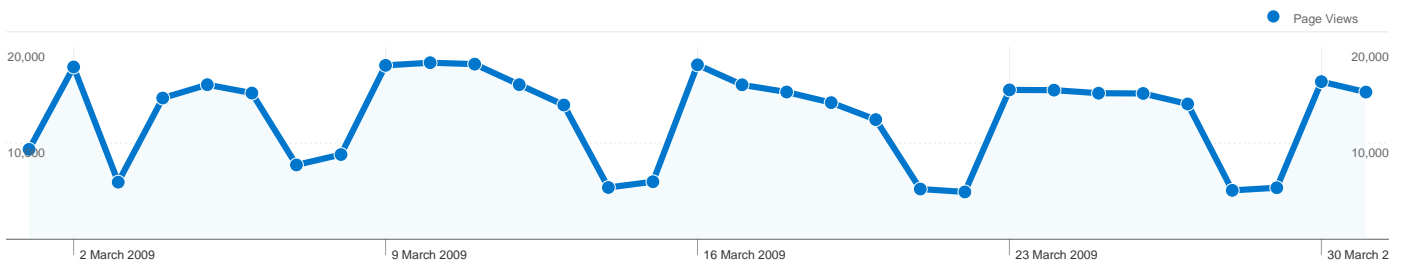
 **396,141** Page Views

 **287,030** Unique Views

 **29.63%** Bounce Rate

## Top Content

Pages	Page Views	% Page Views
/index/	40,628	10.26%
/index/council/jobs/jobvacancies/	30,914	7.80%
/exlinks/undefined/undefined	12,741	3.22%
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_stirling01.asp	10,621	2.68%
/jobs	6,038	1.52%

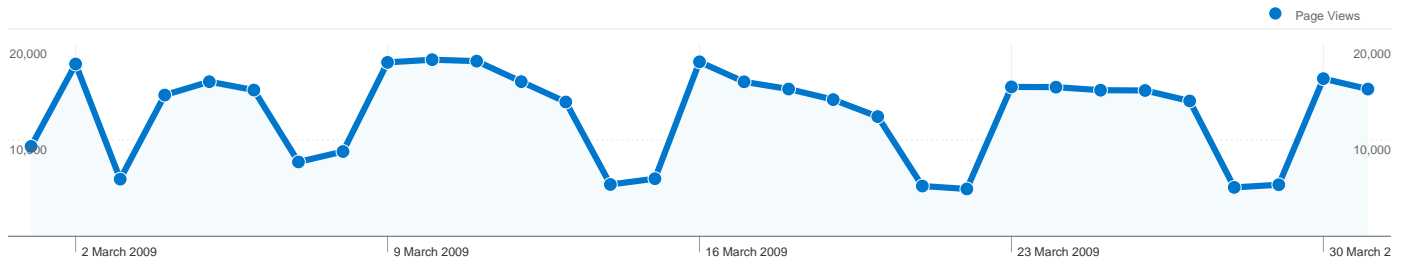


**27,316 pages were viewed a total of 396,141 times**

**Content Performance**

Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/index/	40,628	30,951	00:00:36	20.51%	22.82%	£0.00
/index/council/jobs/jobvacancies/	30,914	19,091	00:00:49	33.61%	25.72%	£0.00
/exlinks/undefined/undefined	12,741	10,345	00:02:04	51.43%	45.10%	£0.00
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_stirling01.asp	10,621	7,035	00:01:34	50.98%	42.45%	£0.00
/jobs	6,038	4,617	00:00:26	4.53%	16.56%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	4,376	3,242	00:00:31	14.86%	30.16%	£0.00
/index/services/	3,943	2,949	00:00:19	6.10%	4.03%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	3,903	3,301	00:00:41	60.50%	46.43%	£0.00
/index/services/az/	3,827	2,831	00:00:09	3.83%	3.79%	£0.00
/games_-_baby_sit_robin	3,272	2,386	00:01:54	53.57%	62.26%	£0.00

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**1,023 pages were viewed a total of 396,141 times**

**Content Performance**

<b>Page Views</b> <b>396,141</b> % of Site Total: <b>100.00%</b>	<b>Unique Page Views</b> <b>287,030</b> % of Site Total: <b>100.00%</b>	<b>Avg. Time on Page</b> <b>00:00:41</b> Site Avg: <b>00:00:41 (0.00%)</b>	<b>Bounce Rate</b> <b>29.63%</b> Site Avg: <b>29.63% (0.00%)</b>	<b>% Exit</b> <b>20.71%</b> Site Avg: <b>20.71% (0.00%)</b>	<b>\$ Index</b> <b>£0.00</b> Site Avg: <b>£0.00 (0.00%)</b>
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Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/index/	269,511	191,152	00:00:36	28.98%	18.09%	£0.00
/exlinks/	44,366	34,783	00:01:38	46.36%	39.33%	£0.00
/downloads/	12,109	11,094	00:00:13	7.69%	5.14%	£0.00
/tolbooth/	9,156	6,204	00:00:36	31.98%	21.53%	£0.00
/kidscorner/	6,983	4,606	00:00:36	48.01%	14.35%	£0.00
/jobs	6,038	4,617	00:00:26	4.53%	16.56%	£0.00
/news/	4,978	4,378	00:00:59	63.55%	27.76%	£0.00
/ahevents/	3,652	2,470	00:00:17	15.38%	6.96%	£0.00
/games_-_baby_sit_robin	3,272	2,386	00:01:54	53.57%	62.26%	£0.00
/text/	2,064	1,721	00:00:52	57.02%	40.65%	£0.00

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