

Site Usage

76,185 Visits

33.59% Bounce Rate

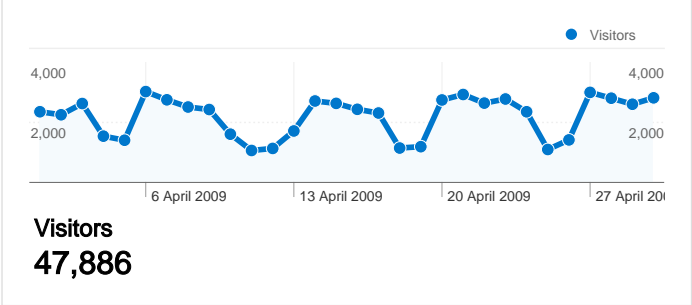
346,855 Page Views

00:02:24 Avg. Time on Site

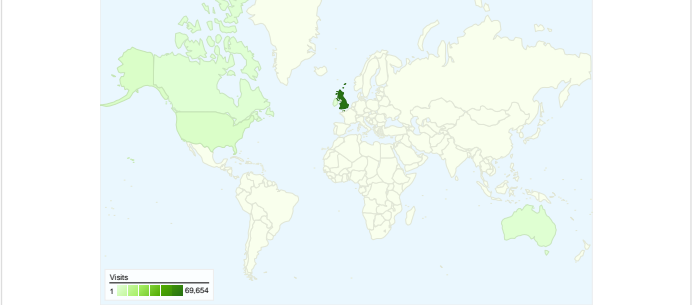
4.55 Pages/Visit

44.95% % New Visits

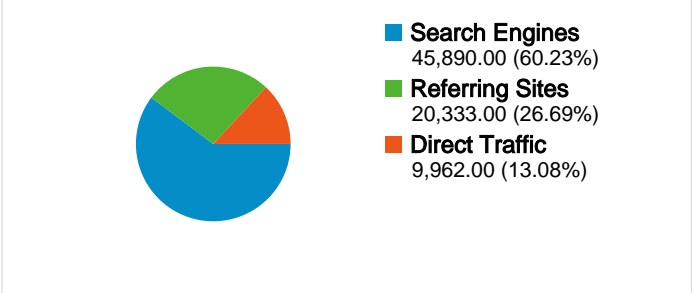
Visitors Overview



Map Overlay world



Traffic Sources Overview



Content Overview

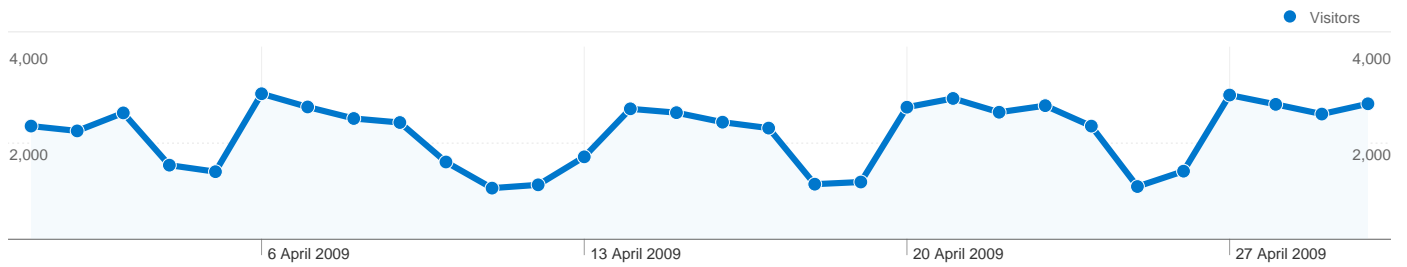
Pages	Page Views	% Page Views
/index/	37,301	10.75%
/index/council/jobs/jobvacanci	17,850	5.15%
/exlinks/undefined/undefined	11,604	3.35%
/exlinks/www.myjobscotland.g	5,201	1.50%
/index/services_homepage/en	4,537	1.31%

Top Content

Page	Page Views	% visits
/index/	37,301	10.75%
/index/council/jobs/jobvacanci	17,850	5.15%
/exlinks/undefined/undefined	11,604	3.35%
/exlinks/www.myjobscotland.g	5,201	1.50%
/index/services_homepage/en	4,537	1.31%

Content Drilldown

Page	Page Views	% visits
/index/	236,473	68.18%
/exlinks/	31,153	8.98%
/downloads/	10,870	3.13%
/tolbooth/	9,667	2.79%
/news/	6,477	1.87%



47,886 people visited this site

76,185 Visits

47,886 Absolute Unique Visitors

346,855 Page Views

4.55 Average Page Views

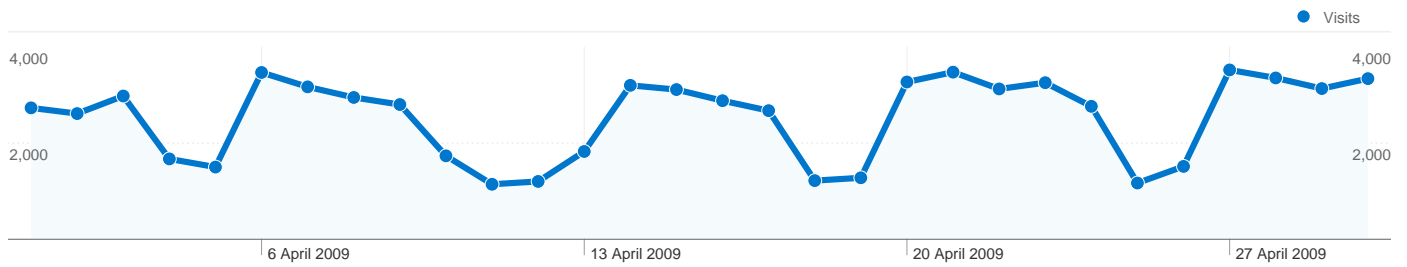
00:02:24 Time on Site

33.59% Bounce Rate




44.95% New Visits

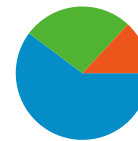
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	61,659	80.93%	DSL	31,080	40.80%
Firefox	10,673	14.01%	Unknown	17,969	23.59%
Safari	2,491	3.27%	T1	16,546	21.72%
Chrome	662	0.87%	Cable	8,024	10.53%
Opera	278	0.36%	OC3	1,478	1.94%



All traffic sources sent a total of 76,185 visits

-  **13.08%** Direct Traffic
-  **26.69%** Referring Sites
-  **60.23%** Search Engines

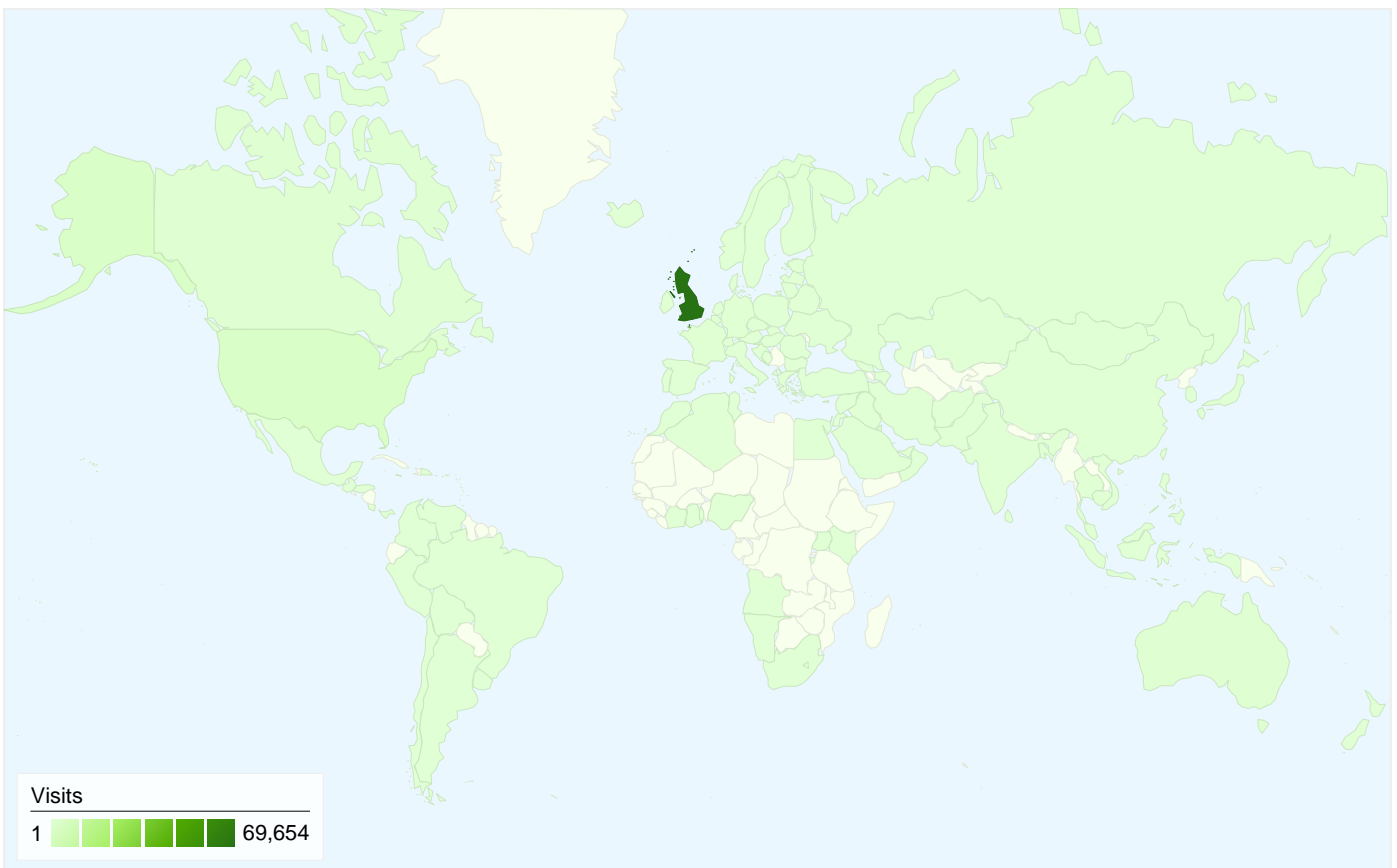


- **Search Engines**
45,890.00 (60.23%)
- **Referring Sites**
20,333.00 (26.69%)
- **Direct Traffic**
9,962.00 (13.08%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	38,588	50.65%
(direct) ((none))	9,962	13.08%
web.stirling.gov.uk (referral)	7,887	10.35%
dogpages.org.uk (referral)	3,132	4.11%
yahoo (organic)	2,617	3.44%

Keywords	Visits	% visits
stirling council	12,314	26.83%
the peak stirling	1,759	3.83%
babysitting games	1,234	2.69%
stirling	1,135	2.47%
stirling council vacancies	883	1.92%

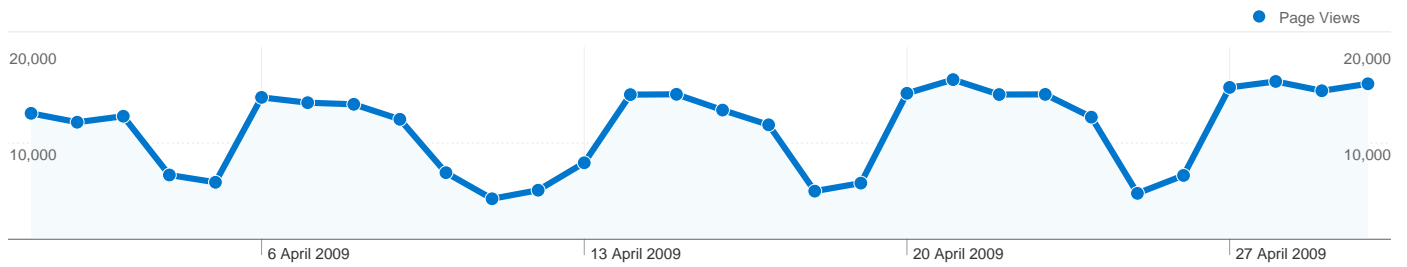


76,185 visits came from 129 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
76,185 % of Site Total: 100.00%	4.55 Site Avg: 4.55 (0.00%)	00:02:24 Site Avg: 00:02:24 (0.00%)	44.97% Site Avg: 44.95% (0.04%)	33.59% Site Avg: 33.59% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	69,654	4.69	00:02:28	41.22%	31.49%
United States	2,612	2.87	00:01:39	85.87%	56.47%
Australia	473	2.98	00:02:14	84.57%	51.59%
Canada	400	2.93	00:01:38	85.50%	56.00%
Ireland	319	2.43	00:01:05	85.27%	69.91%
Germany	297	4.35	00:01:49	77.78%	42.42%
France	232	2.64	00:01:19	84.48%	60.78%
Spain	167	3.87	00:01:49	84.43%	46.11%
Netherlands	124	4.76	00:01:50	74.19%	46.77%
Italy	120	3.50	00:01:23	75.00%	51.67%

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Pages on this site were viewed a total of 346,855 times

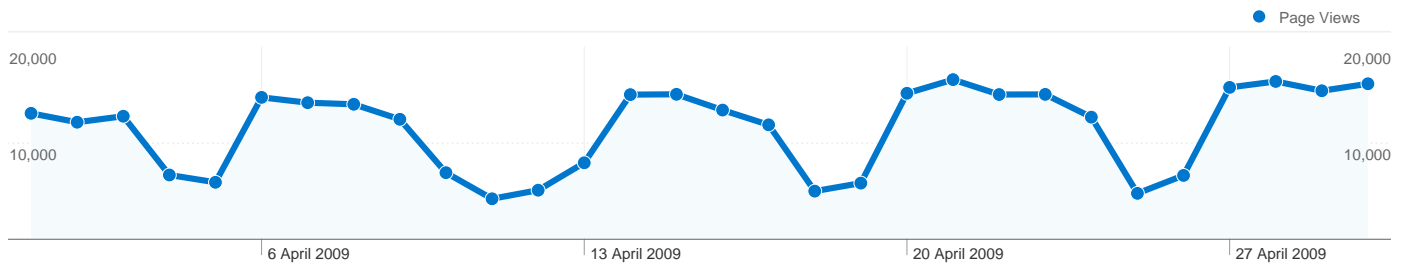
346,855 Page Views

257,221 Unique Views

33.59% Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	37,301	10.75%
/index/council/jobs/jobvacancies/	17,850	5.15%
/exlinks/undefined/undefined	11,604	3.35%
/exlinks/www.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	5,201	1.50%
/index/services_homepage/environmentalhealth/animals-	4,537	1.31%

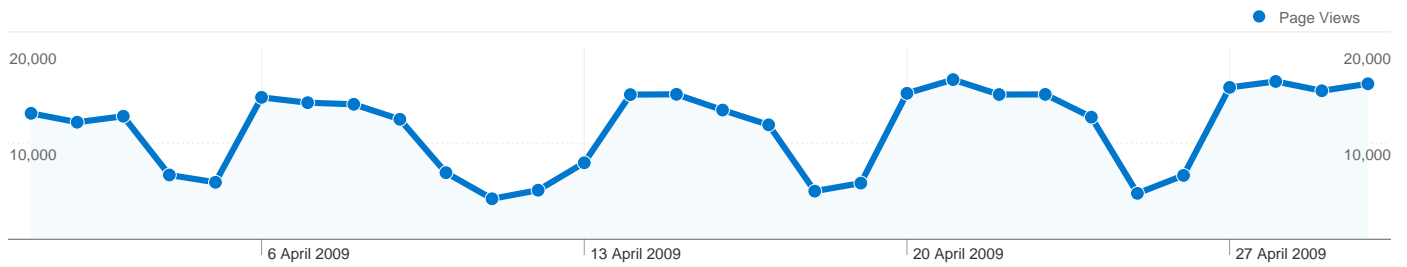


25,753 pages were viewed a total of 346,855 times

Content Performance

Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/index/	37,301	28,500	00:00:36	23.72%	25.51%	£0.00
/index/council/jobs/jobvacancies/	17,850	12,246	00:01:01	48.99%	38.98%	£0.00
/exlinks/undefined/undefined	11,604	9,323	00:02:07	52.17%	43.66%	£0.00
/exlinks/www.myjobscotland.gov.uk/fe/tp_l_scottishportal01.asp	5,201	3,352	00:01:01	46.67%	30.46%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	4,537	3,300	00:00:29	15.77%	30.06%	£0.00
/index/services/	4,002	3,055	00:00:18	7.12%	4.87%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	3,675	3,058	00:00:32	62.04%	45.58%	£0.00
/index/services/az/	3,331	2,516	00:00:07	1.59%	2.82%	£0.00
/index/leisure/	2,917	2,029	00:00:51	41.18%	32.05%	£0.00
/jobs	2,789	2,080	00:00:20	4.17%	21.30%	£0.00

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885 pages were viewed a total of 346,855 times

Content Performance

Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/index/	236,473	172,219	00:00:35	32.14%	19.85%	£0.00
/exlinks/	31,153	25,087	00:01:39	48.57%	37.80%	£0.00
/downloads/	10,870	9,889	00:00:13	0.00%	4.46%	£0.00
/tolbooth/	9,667	6,695	00:00:35	35.94%	18.82%	£0.00
/news/	6,477	5,814	00:01:10	67.50%	42.66%	£0.00
/kidscorner/	4,803	3,324	00:00:40	54.19%	19.07%	£0.00
/text/	4,061	3,516	00:00:58	55.11%	43.39%	£0.00
/changingroom/	3,565	2,590	00:00:41	62.48%	29.37%	£0.00
/jobs	2,789	2,080	00:00:20	4.17%	21.30%	£0.00
/ahevents/	2,672	1,846	00:00:19	10.53%	9.43%	£0.00

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