

Site Usage

77,900 Visits

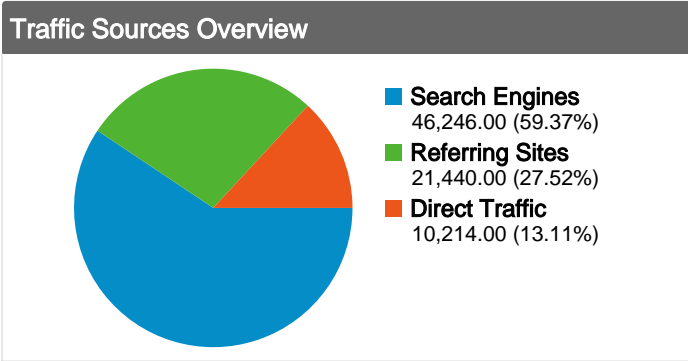
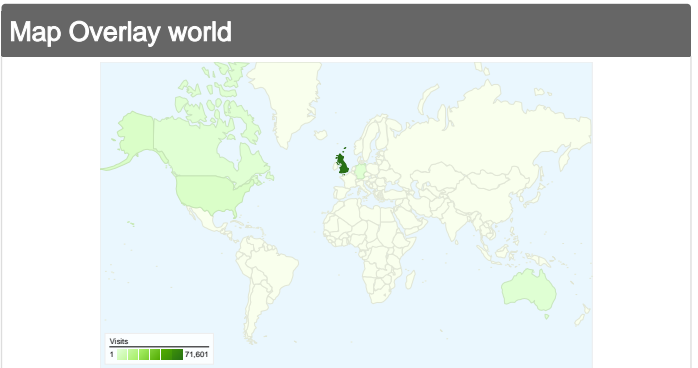
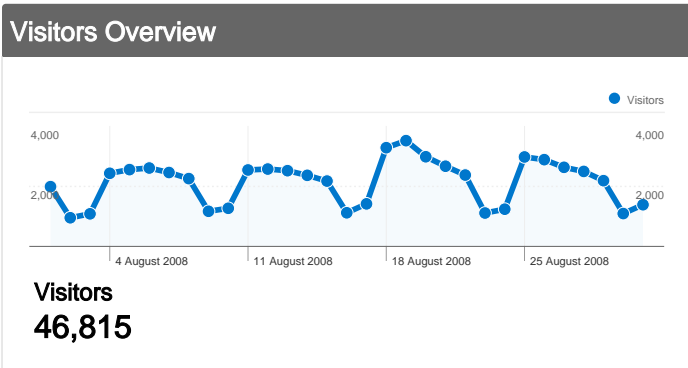
25.42% Bounce Rate

456,396 Page Views

00:02:42 Avg. Time on Site

5.86 Pages/Visit

43.18% % New Visits

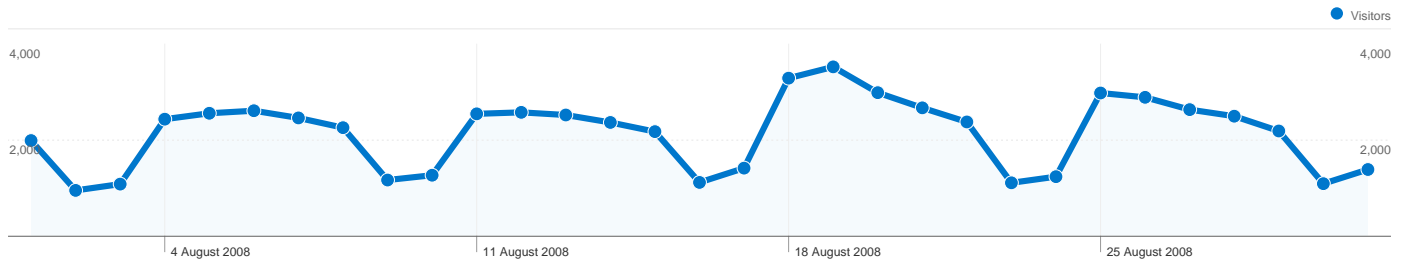


Content Overview

Pages	Page Views	% Page Views
/index/	40,890	8.96%
/index/council/jobs/jobvacanci	24,502	5.37%
/index/council/jobs/jobvacanci	18,512	4.06%
/exlinks/undefined/undefined	15,269	3.35%
/index/council/jobs/jobvacanci	7,232	1.58%

Top Content

URL	Page Views	% visits
/index/	40,890	8.96%
/index/council/jobs/jobvacanci	24,502	5.37%
/index/council/jobs/jobvacanci	18,512	4.06%
/exlinks/undefined/undefined	15,269	3.35%
/index/council/jobs/jobvacanci	7,232	1.58%




46,815 people visited this site


 **77,900 Visits**


 **46,815 Absolute Unique Visitors**

 **456,396 Page Views**

 **5.86 Average Page Views**

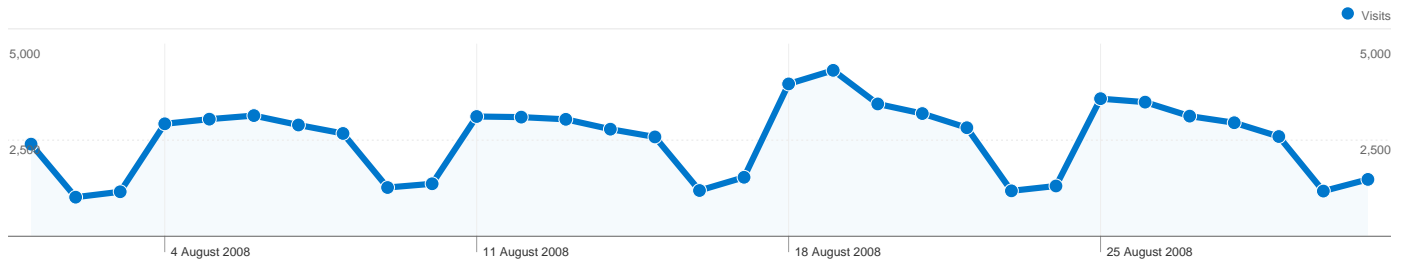
 **00:02:42 Time on Site**

 **25.42% Bounce Rate**




 **43.22% New Visits**

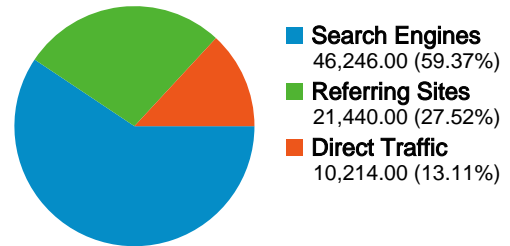
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	66,262	85.06%	DSL	31,218	40.07%
Firefox	9,171	11.77%	T1	17,805	22.86%
Safari	1,924	2.47%	Unknown	16,905	21.70%
Opera	276	0.35%	Cable	8,640	11.09%
Mozilla	168	0.22%	OC3	2,241	2.88%



All traffic sources sent a total of 77,900 visits

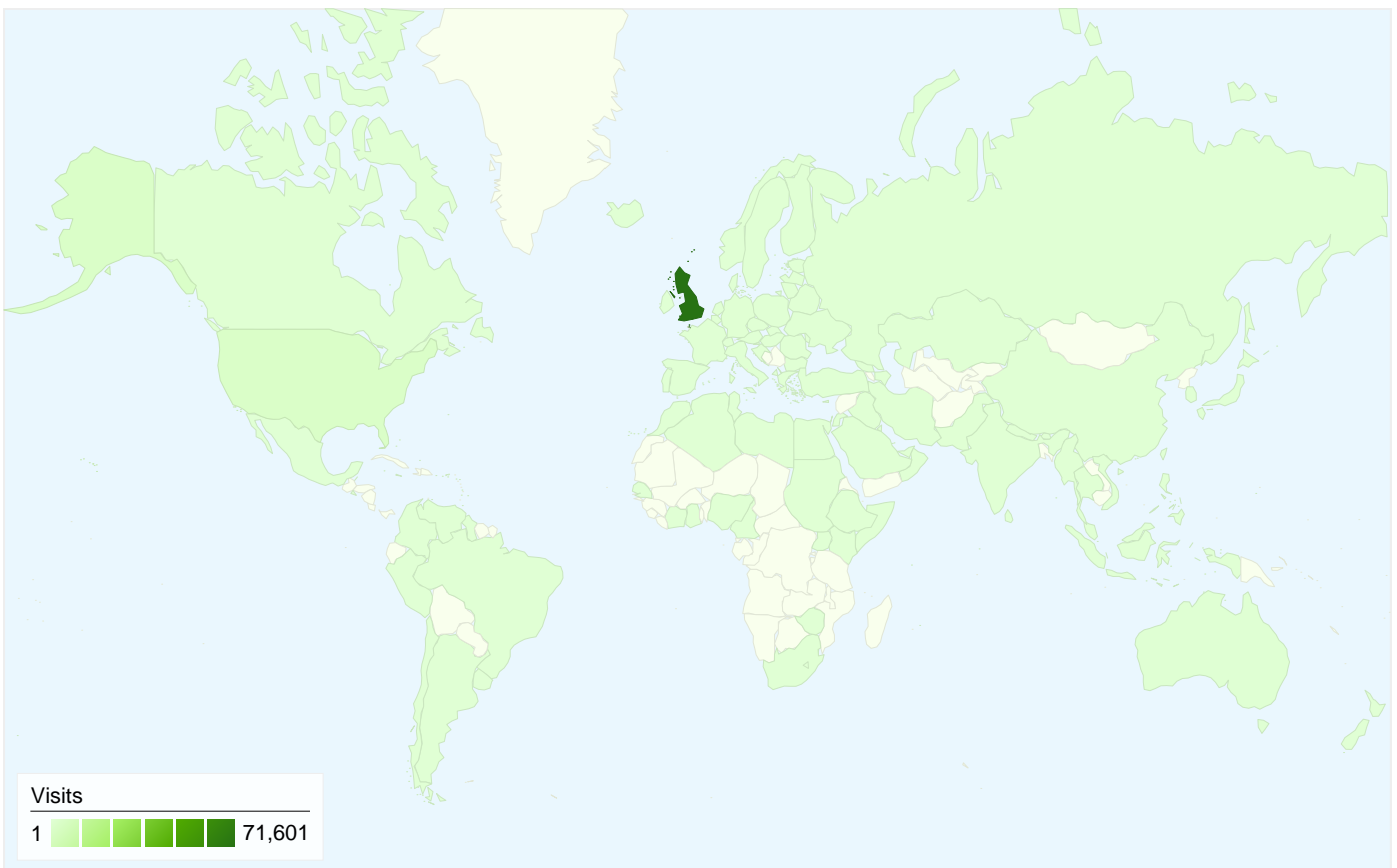
-  **13.11%** Direct Traffic
-  **27.52%** Referring Sites
-  **59.37%** Search Engines



Top Traffic Sources

Sources	Visits	% visits
google (organic)	38,314	49.18%
(direct) ((none))	10,214	13.11%
web.stirling.gov.uk (referral)	9,416	12.09%
dogpages.org.uk (referral)	3,146	4.04%
yahoo (organic)	2,805	3.60%

Keywords	Visits	% visits
stirling council	14,053	30.39%
babysitting games	1,824	3.94%
stirling	1,563	3.38%
stirling council vacancies	751	1.62%
stirling council jobs	501	1.08%

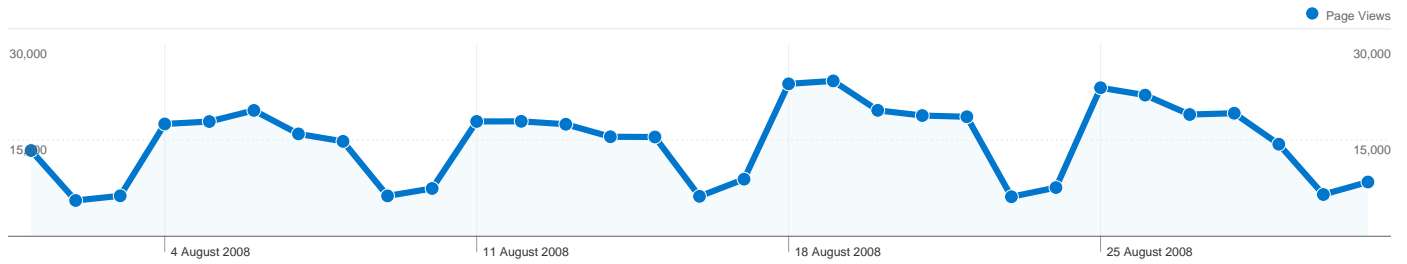


77,900 visits came from 128 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	71,601	6.07	00:02:46	39.56%	22.94%
United States	2,663	3.22	00:01:52	85.92%	52.84%
Australia	415	3.48	00:02:13	86.51%	53.73%
Canada	385	3.54	00:02:09	86.75%	55.06%
Germany	301	4.19	00:01:50	80.40%	50.17%
Spain	206	4.42	00:03:05	74.27%	49.03%
Ireland	189	3.37	00:01:27	88.36%	63.49%
France	187	3.51	00:01:17	83.96%	56.68%
India	162	3.50	00:02:50	84.57%	48.77%
Netherlands	119	3.94	00:02:00	73.11%	44.54%

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Pages on this site were viewed a total of 456,396 times

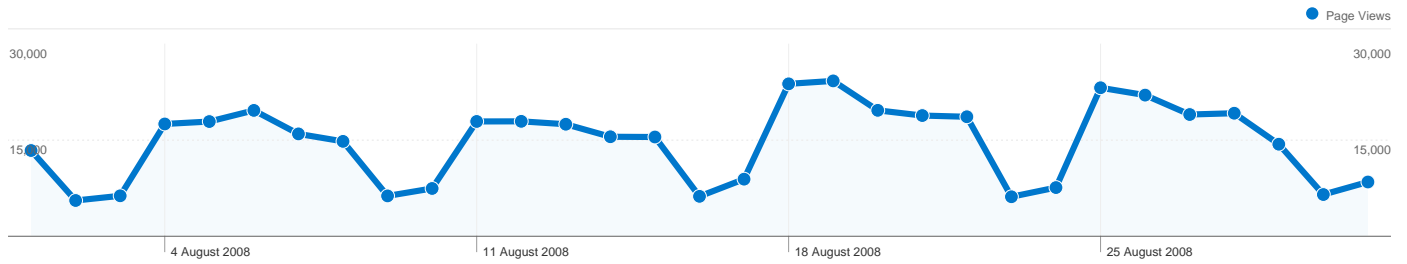
 **456,396** Page Views

 **328,435** Unique Views

 **25.42%** Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	40,890	8.96%
/index/council/jobs/jobvacancies/	24,502	5.37%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	18,512	4.06%
/exlinks/undefined/undefined	15,269	3.35%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	7,232	1.58%



29,791 URLs were viewed a total of 456,396 times

Content Performance

Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index	
456,396 % of Site Total: 100.00%	328,435 % of Site Total: 100.00%	00:00:33 Site Avg: 00:00:33 (0.00%)	25.42% Site Avg: 25.42% (0.00%)	17.07% Site Avg: 17.07% (0.00%)	£0.00 Site Avg: £0.00 (0.00%)	
URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	40,890	30,632	00:00:31	15.60%	19.35%	£0.00
/index/council/jobs/jobvacancies/	24,502	15,112	00:00:19	4.77%	7.52%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	18,512	12,123	00:00:18	25.83%	15.11%	£0.00
/exlinks/undefined/undefined	15,269	11,925	00:01:50	47.06%	37.15%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=3	7,232	6,215	00:00:26	20.00%	42.44%	£0.00
/index/council_homepage/jobs/jobvacancies/	5,562	3,428	00:00:19	12.63%	16.92%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	4,860	3,224	00:00:31	16.36%	30.19%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	4,715	3,516	00:00:49	75.97%	39.98%	£0.00
/index/services/az/	4,260	3,185	00:00:08	2.17%	2.49%	£0.00
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	4,205	2,503	00:00:18	23.08%	13.44%	£0.00

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