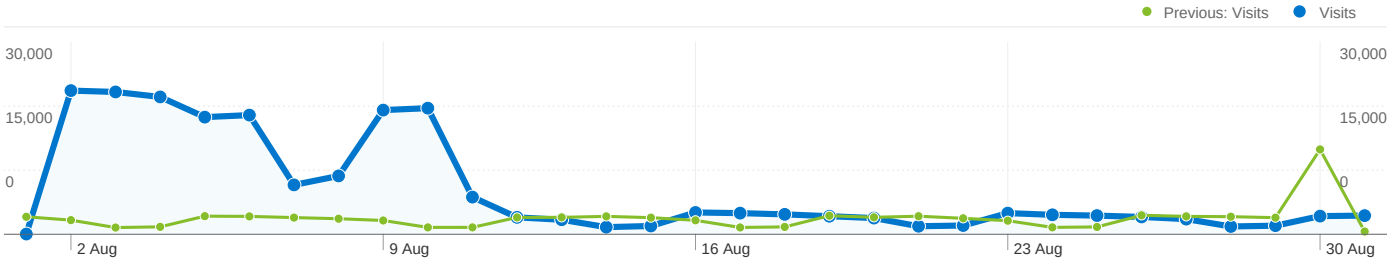
Stirling Council

Dashboard

1 Aug 2010 - 31 Aug 2010

Comparing to: 1 Jul 2010 - 31 Jul 2010



Site Usage

212,476 Visits

Previous: 77,105 (175.57%)

80.31% Bounce Rate

Previous: 44.39% (80.91%)

393,371 Pageviews

Previous: 300,655 (30.84%)

00:00:43 Avg. Time on Site

Previous: 00:02:23 (-70.03%)

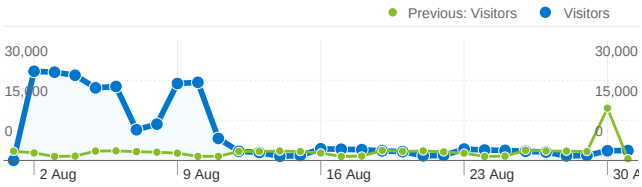
1.85 Pages/Visit

Previous: 3.90 (-52.52%)

83.75% % New Visits

Previous: 51.68% (62.05%)

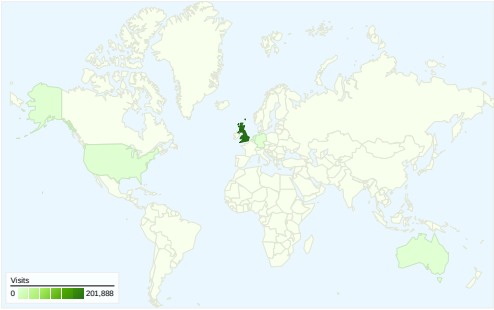
Visitors Overview



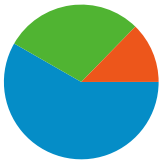
Visitors

190,575

Map Overlay



Traffic Sources Overview



- **Direct Traffic** 123,826.00 (58.28%)
- **Search Engines** 61,724.00 (29.05%)
- **Referring Sites** 26,913.00 (12.67%)
- **Other** 13 (0.01%)

Content Overview

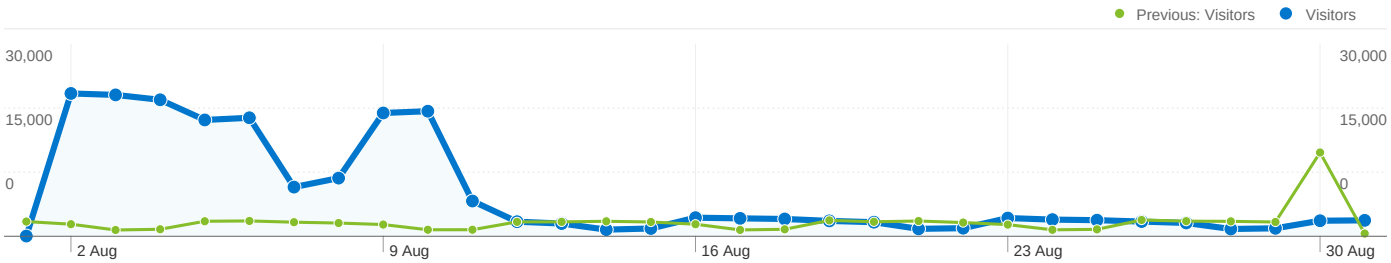
Pages	Pageviews	% Pageviews
/index/		
1 Aug 2010 - 31 Aug 2010	35,212	8.95%
1 Jul 2010 - 31 Jul 2010	27,365	9.10%
% Change	28.68%	-1.65%
/index/council/jobs/jobvacancies/		
1 Aug 2010 - 31 Aug 2010	21,195	5.39%
1 Jul 2010 - 31 Jul 2010	15,174	5.05%
% Change	39.68%	6.76%
/exlinks/undefined/undefined		
1 Aug 2010 - 31 Aug 2010	9,417	2.39%
1 Jul 2010 - 31 Jul 2010	8,901	2.96%
% Change	5.80%	-19.14%
/index/services/		
1 Aug 2010 - 31 Aug 2010	4,712	1.20%
1 Jul 2010 - 31 Jul 2010	3,320	1.10%
% Change	41.93%	8.48%
/index/services_homepage/environmentalhealth/animals-		
1 Aug 2010 - 31 Aug 2010	4,656	1.18%
1 Jul 2010 - 31 Jul 2010	3,331	1.11%
% Change	39.78%	6.83%

Stirling Council

Visitors Overview

1 Aug 2010 - 31 Aug 2010

Comparing to: 1 Jul 2010 - 31 Jul 2010



190,575 people visited this site

212,476 Visits

Previous: 77,105 (175.57%)

190,575 Absolute Unique Visitors

Previous: 51,849 (267.56%)

393,371 Pageviews

Previous: 300,655 (30.84%)

1.85 Average Pageviews

Previous: 3.90 (-52.52%)

00:00:43 Time on Site

Previous: 00:02:23 (-70.03%)

80.31% Bounce Rate

Previous: 44.39% (80.91%)

83.75% New Visits

Previous: 51.68% (62.05%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
1 Aug 2010 - 31 Aug 2010	163,422	76.91%
1 Jul 2010 - 31 Jul 2010	56,943	73.85%
% Change	186.99%	4.15%
Firefox		
1 Aug 2010 - 31 Aug 2010	26,419	12.43%
1 Jul 2010 - 31 Jul 2010	10,818	14.03%
% Change	144.21%	-11.38%
Chrome		
1 Aug 2010 - 31 Aug 2010	10,970	5.16%
1 Jul 2010 - 31 Jul 2010	3,917	5.08%

Connection Speed	Visits	% visits
DSL		
1 Aug 2010 - 31 Aug 2010	78,805	37.09%
1 Jul 2010 - 31 Jul 2010	29,228	37.91%
% Change	169.62%	-2.16%
Unknown		
1 Aug 2010 - 31 Aug 2010	55,797	26.26%
1 Jul 2010 - 31 Jul 2010	20,994	27.23%
% Change	165.78%	-3.55%
T1		
1 Aug 2010 - 31 Aug 2010	53,364	25.12%
1 Jul 2010 - 31 Jul 2010	17,729	22.99%

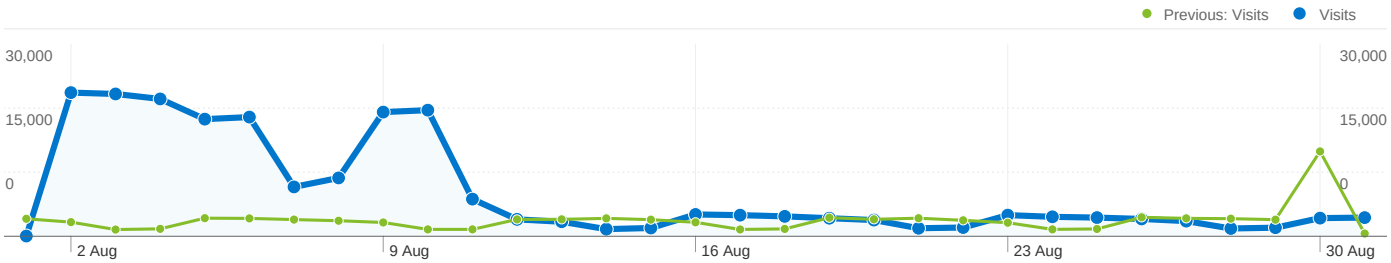
% Change	180.06%	1.63%
Safari		
1 Aug 2010 - 31 Aug 2010	9,666	4.55%
1 Jul 2010 - 31 Jul 2010	4,170	5.41%
% Change	131.80%	-15.88%
Opera		
1 Aug 2010 - 31 Aug 2010	746	0.35%
1 Jul 2010 - 31 Jul 2010	412	0.53%
% Change	81.07%	-34.29%

% Change	201.00%	9.23%
Cable		
1 Aug 2010 - 31 Aug 2010	17,626	8.30%
1 Jul 2010 - 31 Jul 2010	6,929	8.99%
% Change	154.38%	-7.69%
OC3		
1 Aug 2010 - 31 Aug 2010	3,420	1.61%
1 Jul 2010 - 31 Jul 2010	1,047	1.36%
% Change	226.65%	18.54%

Stirling Council

Traffic Sources Overview

1 Aug 2010 - 31 Aug 2010
Comparing to: 1 Jul 2010 - 31 Jul 2010



All traffic sources sent a total of 212,476 visits

58.28% Direct Traffic

Previous: 21.81% (167.17%)

12.67% Referring Sites

Previous: 23.81% (-46.79%)

29.05% Search Engines

Previous: 54.35% (-46.55%)

- **Direct Traffic** 123,826.00 (58.28%)
- **Search Engines** 61,724.00 (29.05%)
- **Referring Sites** 26,913.00 (12.67%)
- **Other** 13 (0.01%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))		
1 Aug 2010 - 31 Aug 2010	123,826	58.28%
1 Jul 2010 - 31 Jul 2010	16,819	21.81%
% Change	636.23%	167.17%
google (organic)		
1 Aug 2010 - 31 Aug 2010	53,072	24.98%
1 Jul 2010 - 31 Jul 2010	35,700	46.30%
% Change	48.66%	-46.05%
web.stirling.gov.uk (referral)		
1 Aug 2010 - 31 Aug 2010	11,089	5.22%
1 Jul 2010 - 31 Jul 2010	8,347	10.83%
% Change	32.85%	-51.79%
dogpages.org.uk (referral)		
1 Aug 2010 - 31 Aug 2010	3,927	1.85%
1 Jul 2010 - 31 Jul 2010	2,492	3.23%
% Change	57.58%	-42.81%
bing (organic)		
1 Aug 2010 - 31 Aug 2010	3,234	1.52%
1 Jul 2010 - 31 Jul 2010	2,417	3.13%

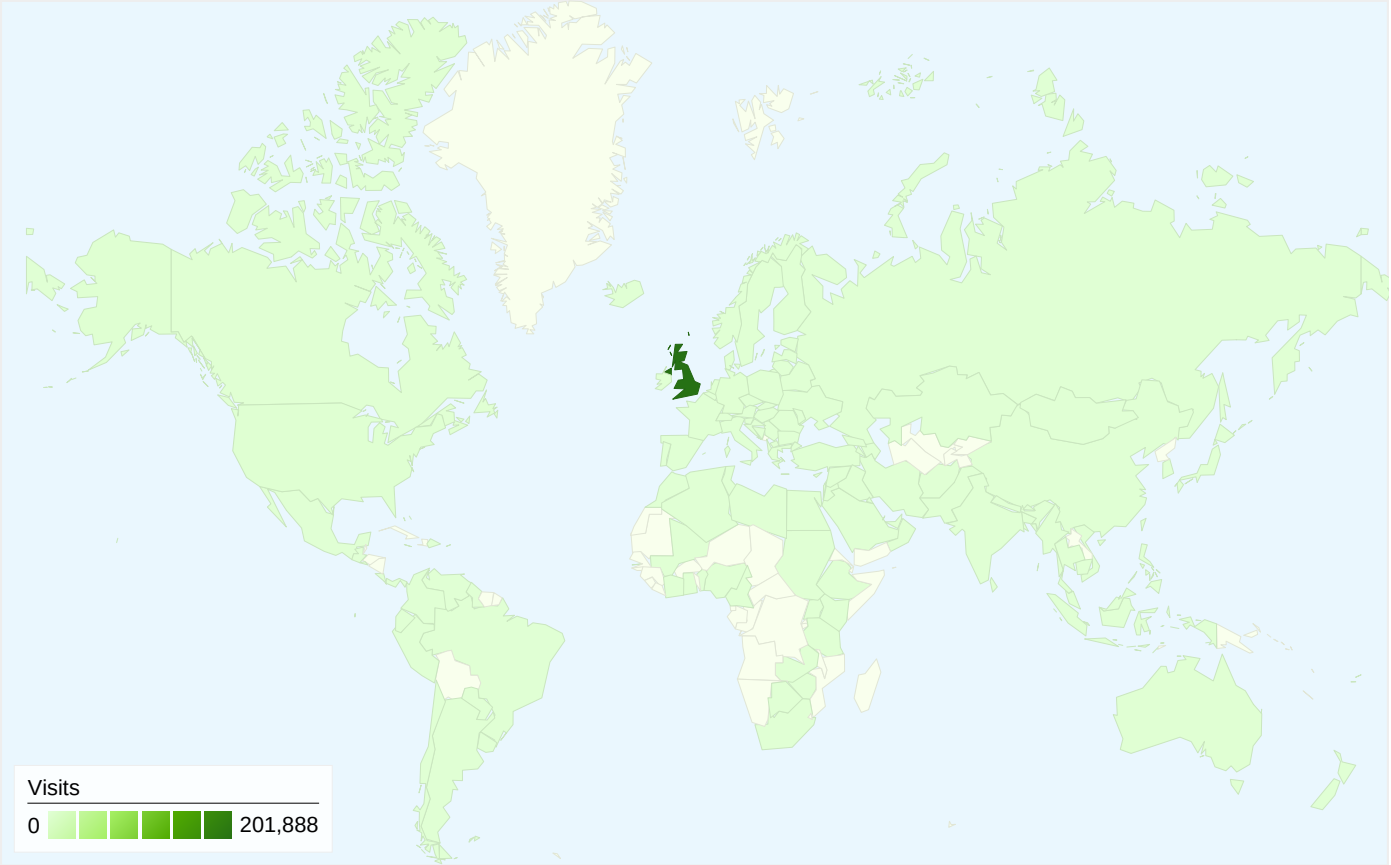
Keywords	Visits	% visits
stirling council		
1 Aug 2010 - 31 Aug 2010	14,541	23.56%
1 Jul 2010 - 31 Jul 2010	10,083	24.06%
% Change	44.21%	-2.08%
stirling council vacancies		
1 Aug 2010 - 31 Aug 2010	1,949	3.16%
1 Jul 2010 - 31 Jul 2010	1,394	3.33%
% Change	39.81%	-5.07%
stirling		
1 Aug 2010 - 31 Aug 2010	1,011	1.64%
1 Jul 2010 - 31 Jul 2010	912	2.18%
% Change	10.86%	-24.73%
stirling council jobs		
1 Aug 2010 - 31 Aug 2010	744	1.21%
1 Jul 2010 - 31 Jul 2010	524	1.25%
% Change	41.98%	-3.59%
stirling council school holidays		
1 Aug 2010 - 31 Aug 2010	726	1.18%
1 Jul 2010 - 31 Jul 2010	284	0.68%

% Change	33.80%	-51.44%

% Change	155.63%	73.57%

Map Overlay

1 Aug 2010 - 31 Aug 2010
Comparing to: 1 Jul 2010 - 31 Jul 2010



212,476 visits came from 139 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
212,476	1.85	00:00:43	83.75%	80.31%
Previous: 77,105 (175.57%)	Previous: 3.90 (-52.52%)	Previous: 00:02:23 (-70.03%)	Previous: 51.69% (62.02%)	Previous: 44.39% (80.91%)

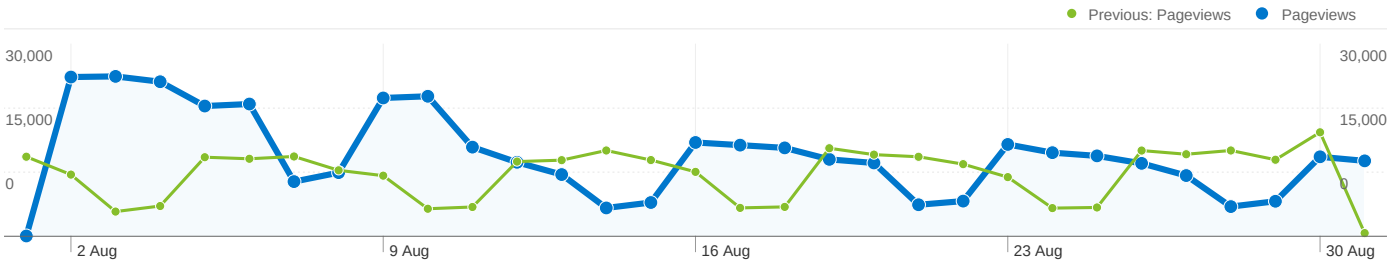
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom					
1 August 2010 - 31 August 2010	201,888	1.86	00:00:44	83.23%	80.06%
1 July 2010 - 31 July 2010	72,495	3.96	00:02:26	49.70%	43.28%
% Change	178.49%	-52.94%	-70.18%	67.45%	84.99%
United States					
1 August 2010 - 31 August 2010	1,736	1.52	00:00:25	94.59%	84.79%
1 July 2010 - 31 July 2010	1,008	2.52	00:01:26	85.81%	62.00%
% Change	72.22%	-39.63%	-71.56%	10.22%	36.75%
Netherlands					
1 August 2010 - 31 August 2010	1,514	1.21	00:00:07	96.17%	94.45%
1 July 2010 - 31 July 2010	155	3.70	00:01:53	67.10%	53.55%
% Change	876.77%	-67.23%	-93.67%	43.33%	76.39%
Germany					

1 August 2010 - 31 August 2010	**819**	1.87	00:00:47	91.09%	83.03%
1 July 2010 - 31 July 2010	**275**	3.62	00:01:52	76.36%	50.55%
% Change	197.82%	-48.44%	-57.67%	19.28%	64.26%
Australia					
1 August 2010 - 31 August 2010	**742**	1.59	00:00:35	96.90%	84.91%
1 July 2010 - 31 July 2010	**294**	3.09	00:02:00	90.82%	53.40%
% Change	152.38%	-48.55%	-71.03%	6.70%	59.00%
Canada					
1 August 2010 - 31 August 2010	**611**	1.59	00:00:33	96.56%	86.25%
1 July 2010 - 31 July 2010	**202**	2.78	00:01:14	85.15%	59.90%
% Change	202.48%	-42.60%	-56.03%	13.41%	43.99%
Spain					
1 August 2010 - 31 August 2010	**573**	1.54	00:00:29	95.46%	85.34%
1 July 2010 - 31 July 2010	**203**	4.69	00:02:28	85.71%	57.14%
% Change	182.27%	-67.10%	-80.27%	11.37%	49.35%
France					
1 August 2010 - 31 August 2010	**505**	1.59	00:00:29	89.11%	82.77%
1 July 2010 - 31 July 2010	**181**	2.89	00:01:14	66.85%	57.46%
% Change	179.01%	-44.90%	-59.90%	33.30%	44.06%
(not set)					
1 August 2010 - 31 August 2010	**409**	2.15	00:00:55	85.57%	78.73%
1 July 2010 - 31 July 2010	**127**	4.13	00:02:19	62.99%	33.07%
% Change	222.05%	-47.91%	-60.69%	35.85%	138.06%
Ireland					
1 August 2010 - 31 August 2010	**267**	1.84	00:00:47	91.76%	80.90%
1 July 2010 - 31 July 2010	**466**	1.55	00:00:40	92.49%	83.69%
% Change	**-42.70%**	19.10%	16.22%	-0.79%	-3.34%
					1 - 10 of 139

Stirling Council

Content Overview

1 Aug 2010 - 31 Aug 2010
Comparing to: 1 Jul 2010 - 31 Jul 2010



Pages on this site were viewed a total of 393,371 times

393,371 Pageviews

Previous: 300,655 (30.84%)

333,466 Unique Views

Previous: 221,691 (50.42%)

80.31% Bounce Rate

Previous: 44.39% (80.91%)

Top Content

Pages	Pageviews	% Pageviews
/index/		
1 Aug 2010 - 31 Aug 2010	35,212	8.95%
1 Jul 2010 - 31 Jul 2010	27,365	9.10%
% Change	28.68%	-1.65%
/index/council/jobs/jobvacancies/		
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/index/services/		
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1 Jul 2010 - 31 Jul 2010	3,320	1.10%
% Change	41.93%	8.48%
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/		
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1 Jul 2010 - 31 Jul 2010	3,331	1.11%

% Change	39.78%	6.83%