

### Site Usage

**71,017** Visits

**26.58%** Bounce Rate

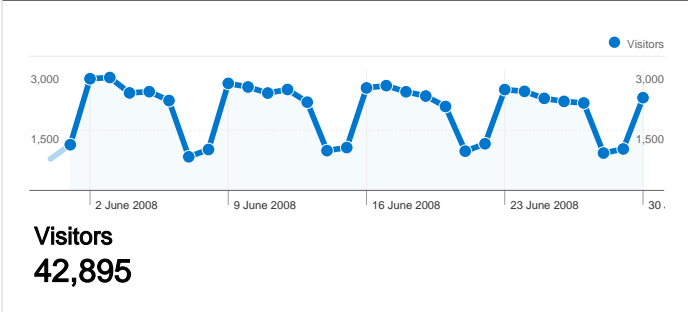
**429,268** Page Views

**00:02:49** Avg. Time on Site

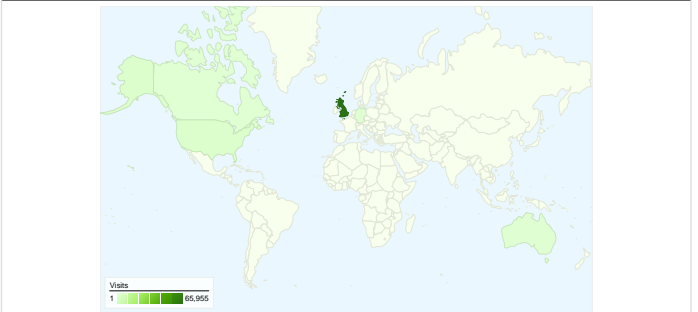
**6.04** Pages/Visit

**42.87%** % New Visits

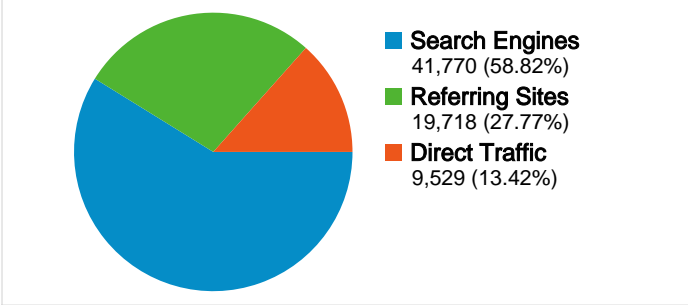
### Visitors Overview



### Map Overlay world



### Traffic Sources Overview

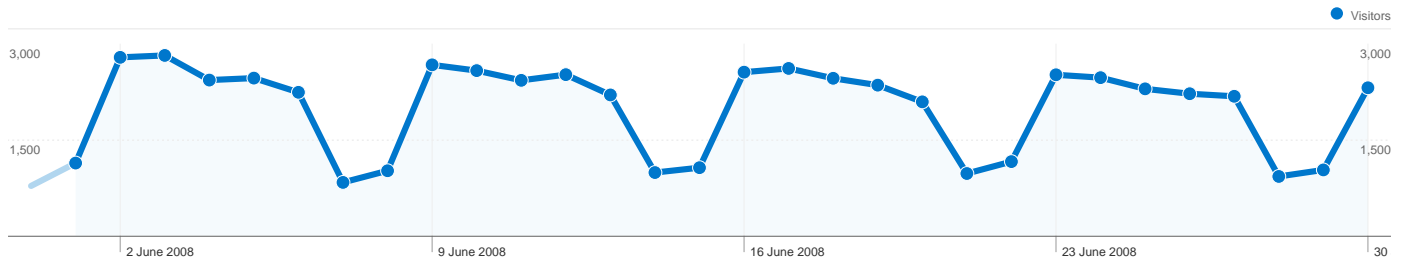


### Content Overview

Pages	Page Views	% Page Views
/index/	36,826	8.58%
/index/council/jobs/jobvacanci	22,104	5.15%
/index/council/jobs/jobvacanci	16,364	3.81%
/exlinks/undefined/undefined	11,192	2.61%
/index/council/jobs/jobvacanci	7,898	1.84%

### Top Content

URL	Page Views	% visits
/index/	36,826	8.58%
/index/council/jobs/jobvacanci	22,104	5.15%
/index/council/jobs/jobvacanci	16,364	3.81%
/exlinks/undefined/undefined	11,192	2.61%
/index/council/jobs/jobvacanci	7,898	1.84%



**42,895 people visited this site**

**71,017 Visits**

**42,895 Absolute Unique Visitors**

**429,268 Page Views**

**6.04 Average Page Views**

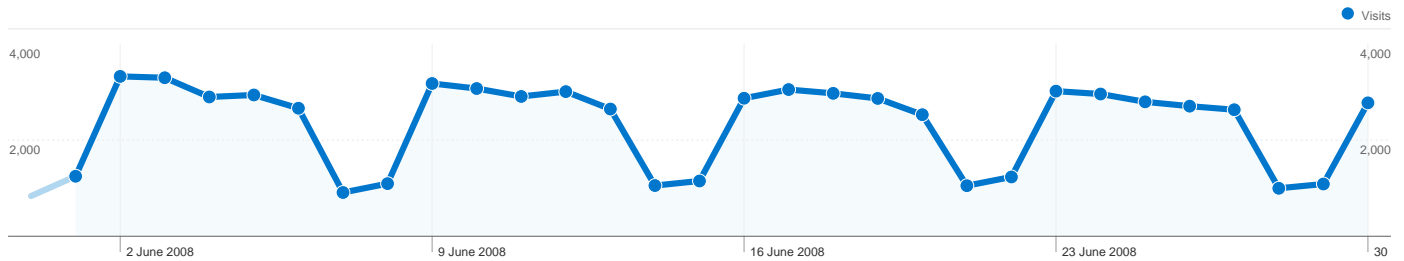
**00:02:49 Time on Site**

**26.58% Bounce Rate**




**42.89% New Visits**

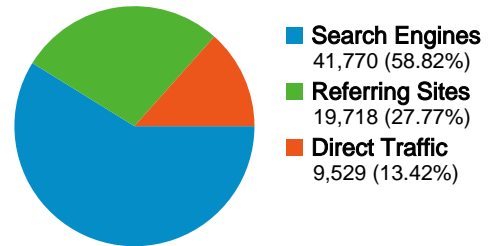
### Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	61,274	86.28%	DSL	25,207	35.49%
Firefox	7,594	10.69%	T1	18,409	25.92%
Safari	1,593	2.24%	Unknown	16,705	23.52%
Opera	256	0.36%	Cable	7,372	10.38%
Mozilla	197	0.28%	OC3	2,001	2.82%



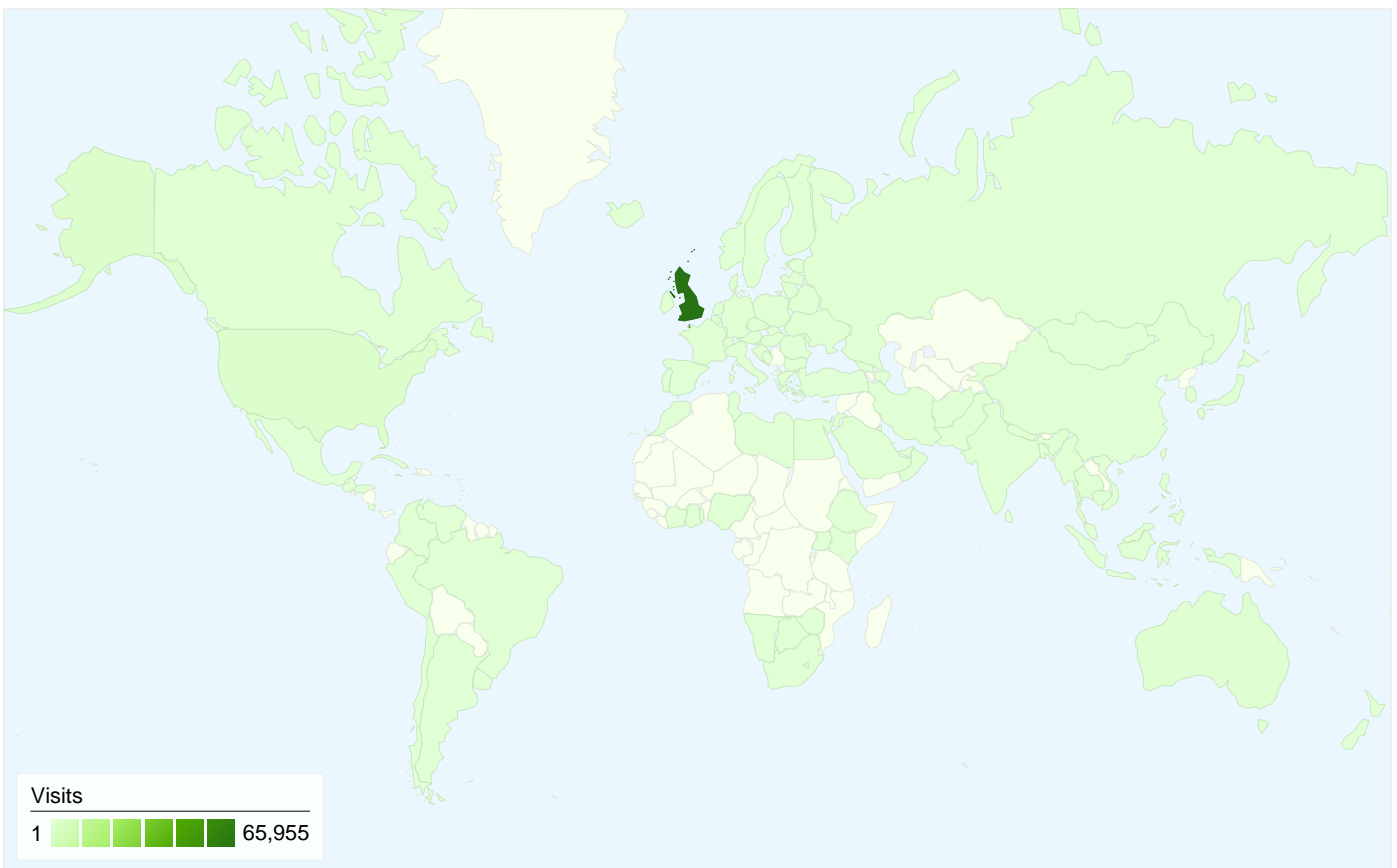
All traffic sources sent a total of 71,017 visits

-  **13.42%** Direct Traffic
-  **27.77%** Referring Sites
-  **58.82%** Search Engines



### Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	34,354	48.37%	stirling council	11,822	28.30%
(direct) ((none))	9,529	13.42%	stirling	1,447	3.46%
web.stirling.gov.uk (referral)	9,011	12.69%	stirling council jobs	466	1.12%
yahoo (organic)	2,534	3.57%	stirling council vacancies	434	1.04%
dogpages.org.uk (referral)	2,294	3.23%	www.stirling.gov.uk	361	0.86%

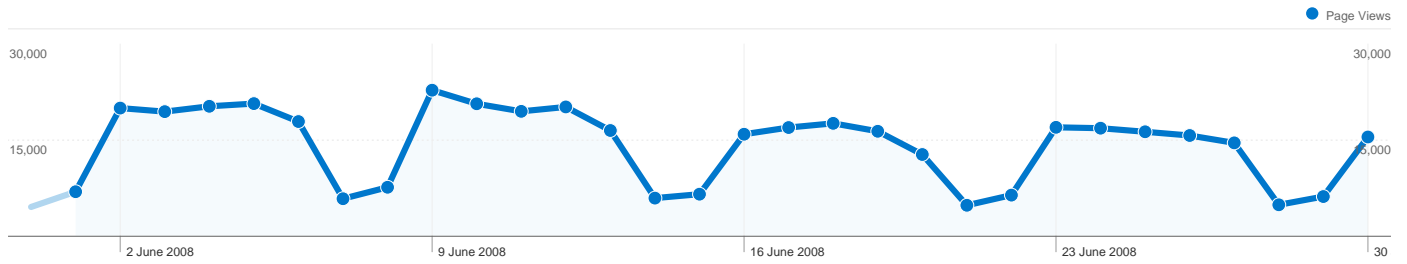


**71,017 visits came from 132 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	65,955	6.23	00:02:53	39.66%	24.38%
United States	1,599	3.43	00:01:45	83.49%	56.22%
Australia	380	4.74	00:02:38	88.16%	49.74%
Canada	363	5.27	00:02:43	82.92%	54.55%
Germany	275	4.37	00:01:59	78.55%	49.82%
France	222	3.41	00:01:34	86.04%	55.41%
Ireland	209	3.55	00:01:57	82.30%	61.72%
Spain	185	3.99	00:01:48	85.41%	55.14%
India	156	3.22	00:02:26	88.46%	55.13%
Italy	117	2.78	00:01:10	88.89%	54.70%

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**Pages on this site were viewed a total of 429,268 times**

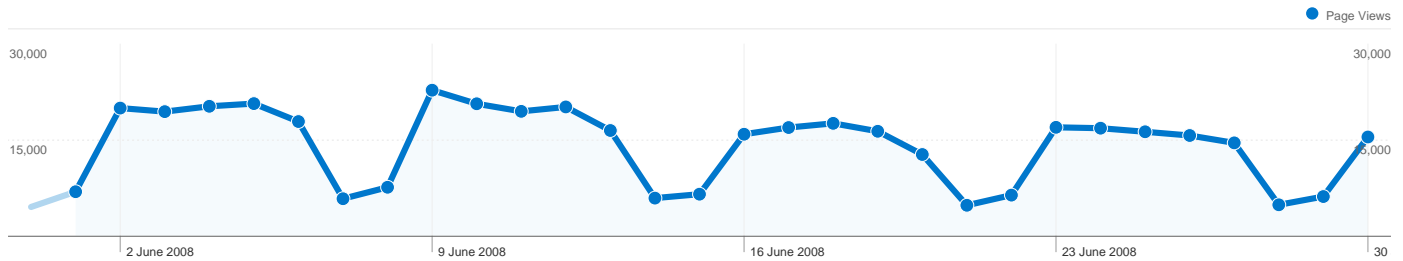
**429,268** Page Views

**310,651** Unique Views

**26.58%** Bounce Rate

## Top Content

Pages	Page Views	% Page Views
/index/	36,826	8.58%
/index/council/jobs/jobvacancies/	22,104	5.15%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	16,364	3.81%
/exlinks/undefined/undefined	11,192	2.61%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	7,898	1.84%



**31,817 URLs were viewed a total of 429,268 times**

**Content Performance**

<b>Page Views</b> <b>429,268</b> % of Site Total: <b>100.00%</b>	<b>Unique Page Views</b> <b>310,651</b> % of Site Total: <b>100.00%</b>	<b>Time on Page</b> <b>00:00:34</b> Site Avg: <b>00:00:34 (0.00%)</b>	<b>Bounce Rate</b> <b>26.58%</b> Site Avg: <b>26.58% (0.00%)</b>	<b>% Exit</b> <b>16.54%</b> Site Avg: <b>16.54% (0.00%)</b>	<b>\$ Index</b> <b>£0.00</b> Site Avg: <b>£0.00 (0.00%)</b>
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URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	<b>36,826</b>	28,237	00:00:30	16.89%	20.18%	£0.00
/index/council/jobs/jobvacancies/	<b>22,104</b>	13,950	00:00:21	5.62%	7.37%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	<b>16,364</b>	11,161	00:00:21	25.38%	18.68%	£0.00
/exlinks/undefined/undefined	<b>11,192</b>	8,872	00:01:59	36.36%	36.01%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=3	<b>7,898</b>	5,454	00:00:19	13.51%	12.94%	£0.00
/index/council_homepage/jobs/jobvacancies/	<b>6,218</b>	3,878	00:00:22	11.75%	15.12%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=4	<b>6,016</b>	3,584	00:00:20	0.00%	13.12%	£0.00
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	<b>4,517</b>	2,889	00:00:19	30.00%	14.63%	£0.00
/index/services/az/	<b>3,693</b>	2,785	00:00:09	3.62%	2.68%	£0.00
/index/services/	<b>3,586</b>	2,685	00:00:17	8.51%	3.90%	£0.00

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