

### Site Usage

**78,804** Visits

**32.24%** Bounce Rate

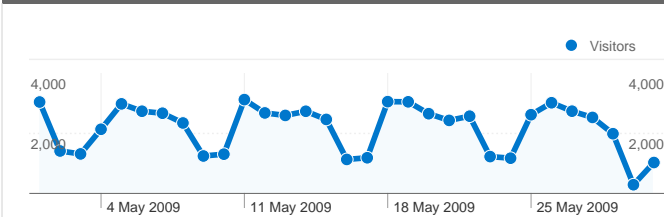
**365,375** Page Views

**00:02:32** Avg. Time on Site

**4.64** Pages/Visit

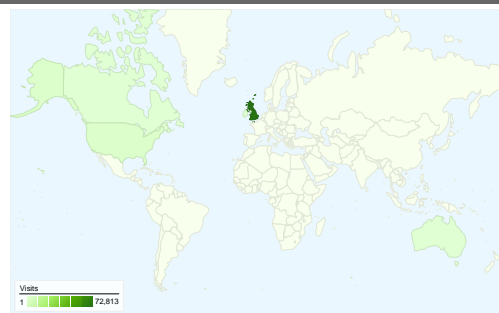
**43.93%** % New Visits

### Visitors Overview

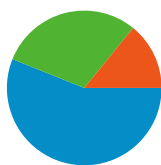


**Visitors**  
**48,776**

### Map Overlay world



### Traffic Sources Overview



- **Search Engines**  
44,183.00 (56.07%)
- **Referring Sites**  
23,497.00 (29.82%)
- **Direct Traffic**  
11,124.00 (14.12%)

### Content Overview

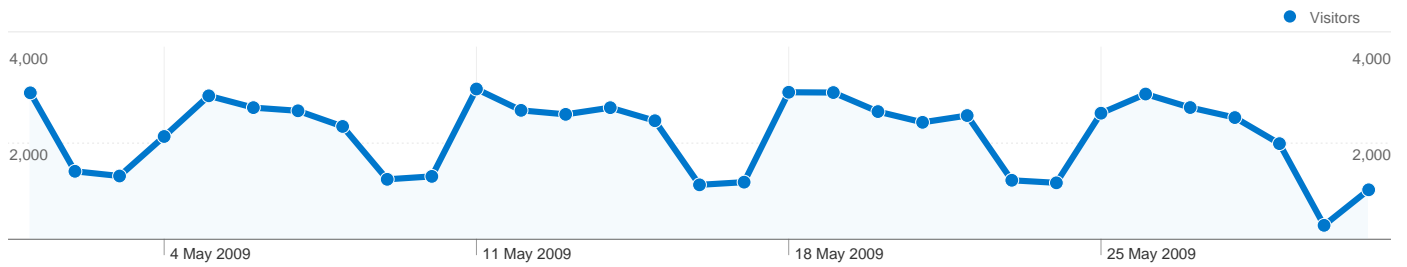
Pages	Page Views	% Page Views
/index/	38,307	10.48%
/index/council/jobs/jobvacanci	25,208	6.90%
/exlinks/undefined/undefined	11,729	3.21%
/exlinks/www.myjobscotland.g	9,468	2.59%
/jobs	5,997	1.64%

### Top Content

Page	Page Views	% visits
/index/	38,307	10.48%
/index/council/jobs/jobvacanci	25,208	6.90%
/exlinks/undefined/undefined	11,729	3.21%
/exlinks/www.myjobscotland.g	9,468	2.59%
/jobs	5,997	1.64%

### Content Drilldown

Page	Page Views	% visits
/index/	250,738	68.62%
/exlinks/	36,950	10.11%
/downloads/	12,503	3.42%
/tolbooth/	8,013	2.19%
/news/	7,533	2.06%



**48,776 people visited this site**

**78,804 Visits**

**48,776 Absolute Unique Visitors**

**365,375 Page Views**

**4.64 Average Page Views**

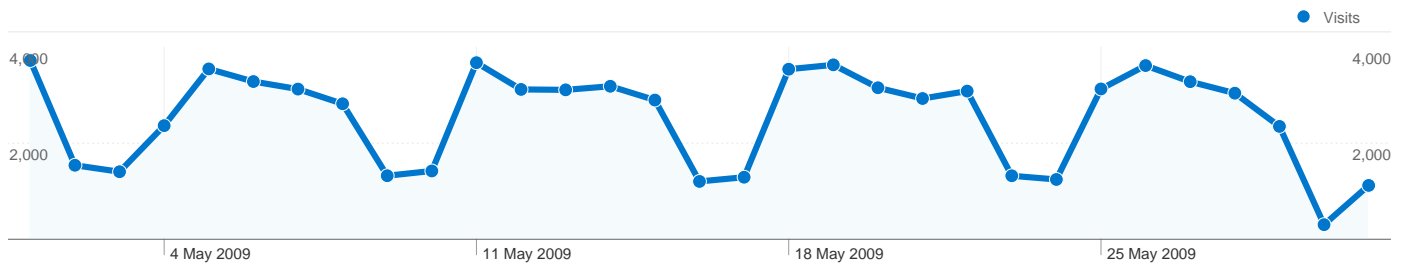
**00:02:32 Time on Site**

**32.24% Bounce Rate**




**43.93% New Visits**

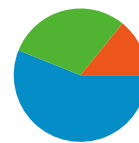
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	63,801	80.96%	DSL	30,404	38.58%
Firefox	10,667	13.54%	T1	19,372	24.58%
Safari	2,688	3.41%	Unknown	18,269	23.18%
Chrome	870	1.10%	Cable	8,086	10.26%
Mozilla	309	0.39%	OC3	1,437	1.82%



All traffic sources sent a total of 78,804 visits

-  **14.12%** Direct Traffic
-  **29.82%** Referring Sites
-  **56.07%** Search Engines

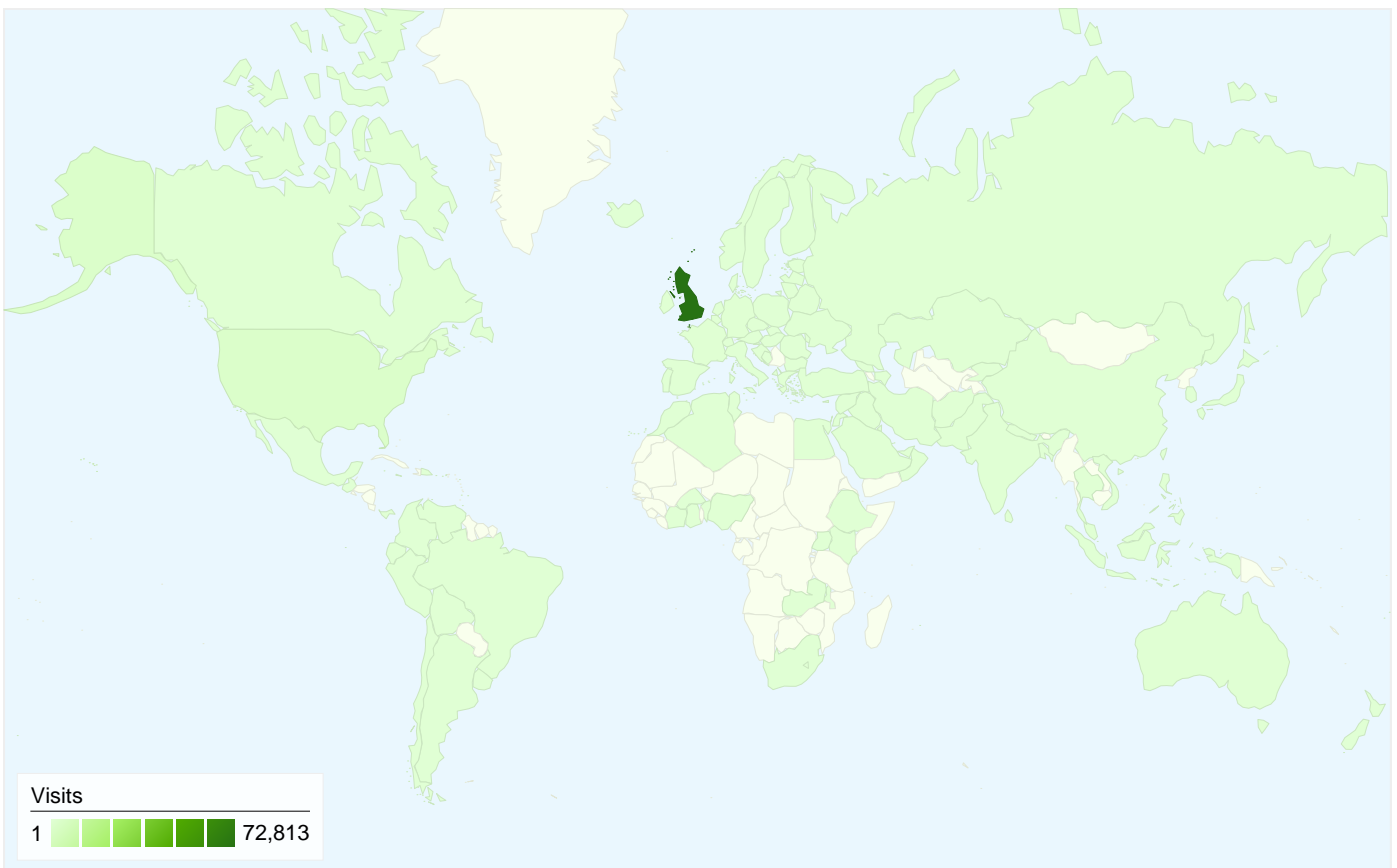


- **Search Engines**  
44,183.00 (56.07%)
- **Referring Sites**  
23,497.00 (29.82%)
- **Direct Traffic**  
11,124.00 (14.12%)

### Top Traffic Sources

Sources	Visits	% visits
google (organic)	36,989	46.94%
(direct) ((none))	11,124	14.12%
web.stirling.gov.uk (referral)	9,467	12.01%
yahoo (organic)	2,612	3.31%
dogpages.org.uk (referral)	2,588	3.28%

Keywords	Visits	% visits
stirling council	12,536	28.37%
stirling	1,103	2.50%
stirling council vacancies	1,084	2.45%
stirling council jobs	747	1.69%
the peak stirling	688	1.56%

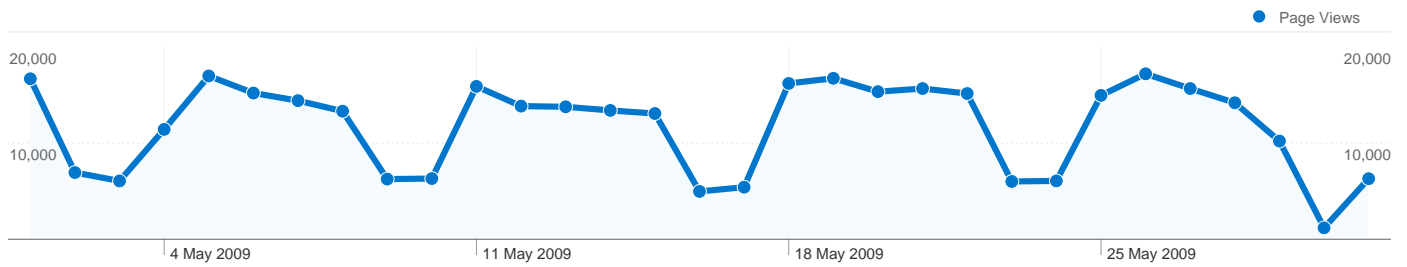


**78,804 visits came from 125 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	<b>72,813</b>	4.74	00:02:36	40.73%	30.19%
United States	<b>2,341</b>	2.63	00:01:24	87.01%	62.37%
Australia	<b>385</b>	3.74	00:02:01	84.94%	46.75%
Ireland	<b>349</b>	2.48	00:02:14	89.97%	72.21%
Canada	<b>316</b>	3.57	00:02:05	80.70%	52.53%
Germany	<b>283</b>	3.97	00:01:57	73.85%	42.05%
France	<b>232</b>	8.07	00:02:29	81.03%	61.21%
Spain	<b>172</b>	4.09	00:02:22	81.40%	47.67%
Netherlands	<b>143</b>	3.91	00:01:26	76.92%	44.76%
Japan	<b>129</b>	3.88	00:03:48	48.84%	38.76%

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**Pages on this site were viewed a total of 365,375 times**

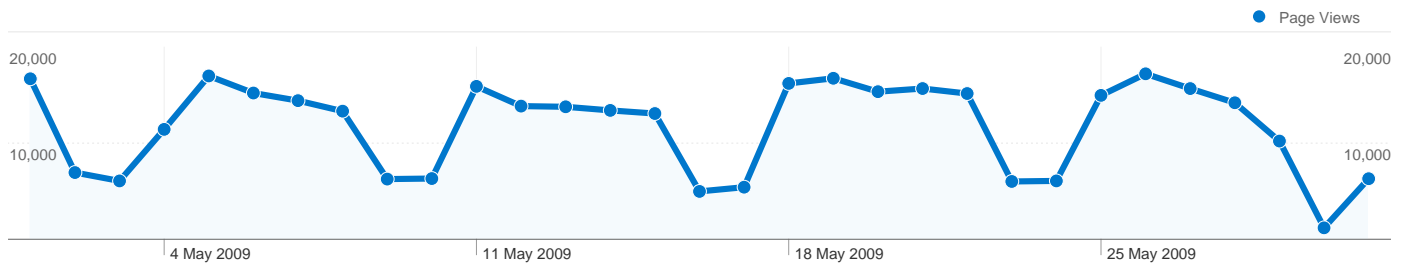
 **365,375** Page Views

 **268,459** Unique Views

 **32.24%** Bounce Rate

## Top Content

Pages	Page Views	% Page Views
/index/	38,307	10.48%
/index/council/jobs/jobvacancies/	25,208	6.90%
/exlinks/undefined/undefined	11,729	3.21%
/exlinks/www.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	9,468	2.59%
/jobs	5,997	1.64%



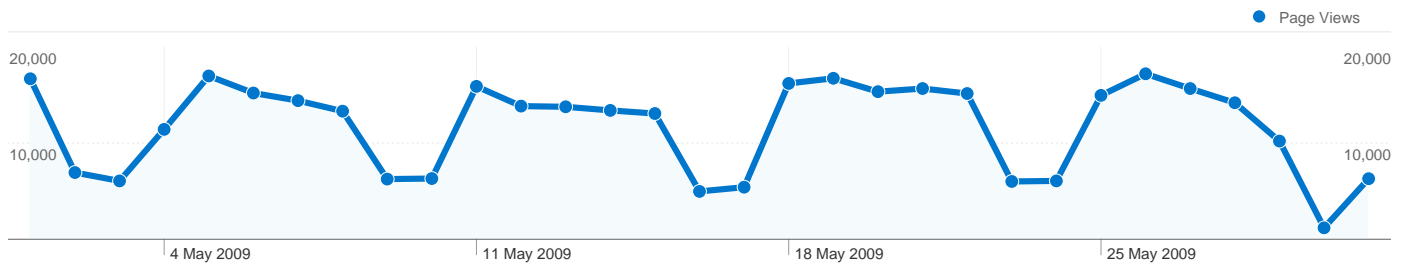
**26,112 pages were viewed a total of 365,375 times**

**Content Performance**

<b>Page Views</b> <b>365,375</b> % of Site Total: 100.00%	<b>Unique Page Views</b> <b>268,459</b> % of Site Total: 100.00%	<b>Avg. Time on Page</b> <b>00:00:42</b> Site Avg: 00:00:42 (0.00%)	<b>Bounce Rate</b> <b>32.24%</b> Site Avg: 32.24% (0.00%)	<b>% Exit</b> <b>21.57%</b> Site Avg: 21.57% (0.00%)	<b>\$ Index</b> <b>£0.00</b> Site Avg: £0.00 (0.00%)
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Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/index/	<b>38,307</b>	28,915	00:00:40	20.04%	22.06%	£0.00
/index/council/jobs/jobvacancies/	<b>25,208</b>	15,607	00:01:05	44.81%	34.95%	£0.00
/exlinks/undefined/undefined	<b>11,729</b>	9,425	00:02:04	44.44%	44.79%	£0.00
/exlinks/www.myjobscotland.gov.uk/fe/tp1_scottishportal01.asp	<b>9,468</b>	5,927	00:01:16	29.63%	30.57%	£0.00
/jobs	<b>5,997</b>	4,275	00:00:25	4.20%	21.64%	£0.00
/index/services/	<b>4,029</b>	3,098	00:00:16	6.76%	5.06%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	<b>3,799</b>	2,768	00:00:31	14.53%	29.24%	£0.00
/index/services/az/	<b>3,480</b>	2,627	00:00:09	1.12%	2.33%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	<b>3,453</b>	2,903	00:00:43	74.83%	48.45%	£0.00
/index/council_homepage/jobs/jobvacancies/	<b>2,750</b>	1,981	00:01:05	55.02%	51.93%	£0.00

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**980 pages were viewed a total of 365,375 times**

**Content Performance**

<b>Page Views</b> <b>365,375</b> % of Site Total: 100.00%	<b>Unique Page Views</b> <b>268,459</b> % of Site Total: 100.00%	<b>Avg. Time on Page</b> <b>00:00:42</b> Site Avg: 00:00:42 (0.00%)	<b>Bounce Rate</b> <b>32.24%</b> Site Avg: 32.24% (0.00%)	<b>% Exit</b> <b>21.57%</b> Site Avg: 21.57% (0.00%)	<b>\$ Index</b> <b>£0.00</b> Site Avg: £0.00 (0.00%)	
Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/index/	250,738	179,976	00:00:37	30.00%	19.10%	£0.00
/exlinks/	36,950	29,059	00:01:36	41.77%	36.63%	£0.00
/downloads/	12,503	11,498	00:00:12	0.00%	4.61%	£0.00
/tolbooth/	8,013	5,763	00:00:37	31.24%	20.69%	£0.00
/news/	7,533	6,822	00:01:12	82.06%	48.72%	£0.00
/jobs	5,997	4,275	00:00:25	4.20%	21.64%	£0.00
/kidscorner/	3,554	2,457	00:00:40	53.81%	20.68%	£0.00
/changingroom/	2,448	1,701	00:00:41	63.60%	30.27%	£0.00
/text/	2,434	2,107	00:01:08	77.10%	54.77%	£0.00
/ahevents/	2,273	1,653	00:00:15	7.14%	9.28%	£0.00

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