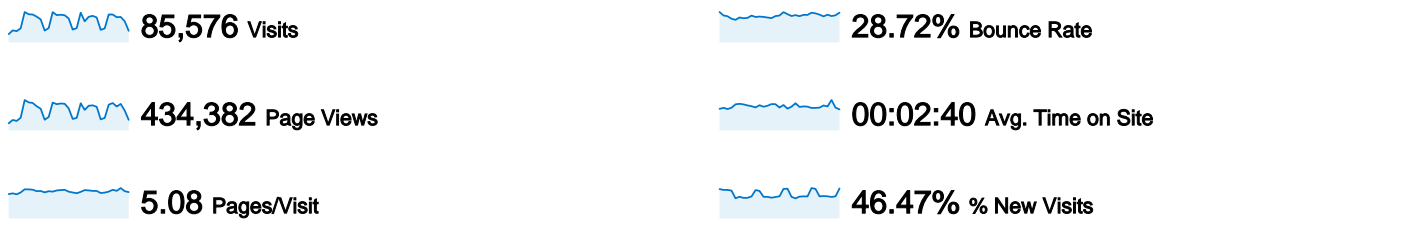
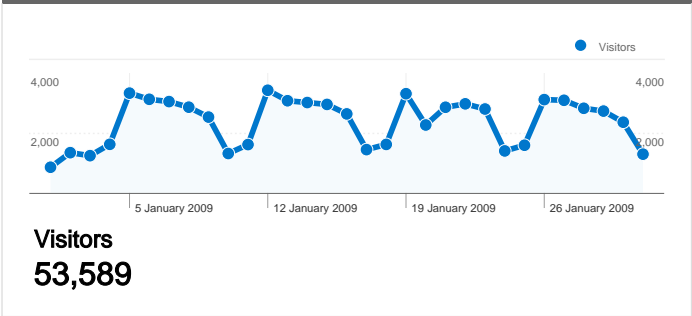


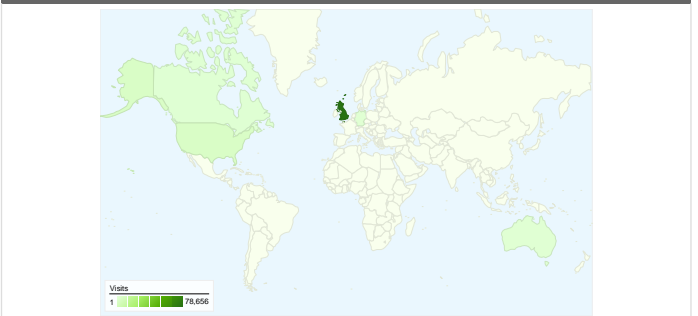
Site Usage



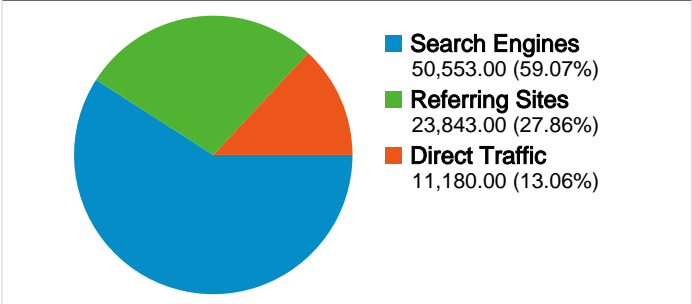
Visitors Overview



Map Overlay world



Traffic Sources Overview

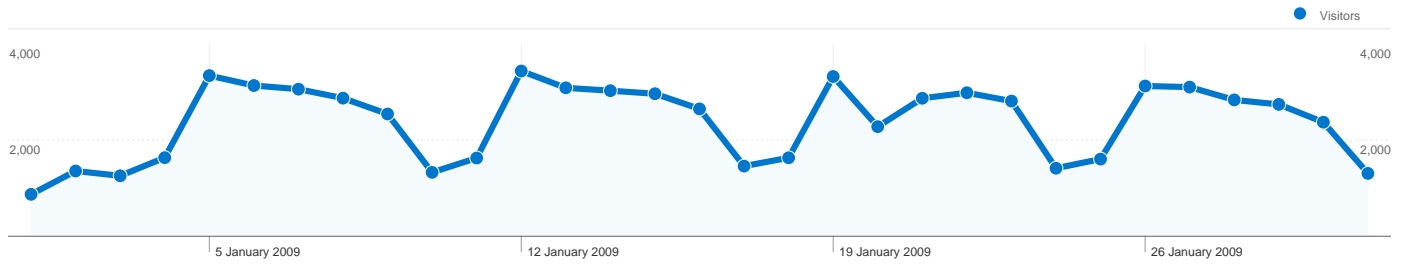


Content Overview

Pages	Page Views	% Page Views
/index/	44,985	10.36%
/index/council/jobs/jobvacanci	27,025	6.22%
/exlinks/undefined/undefined	12,537	2.89%
/exlinks/stirling.myjobscotland.	11,583	2.67%
/index/services_homepage/en	6,035	1.39%

Top Content

Page	Page Views	% visits
/index/	44,985	10.36%
/index/council/jobs/jobvacanci	27,025	6.22%
/exlinks/undefined/undefined	12,537	2.89%
/exlinks/stirling.myjobscotland.	11,583	2.67%
/index/services_homepage/en	6,035	1.39%



53,589 people visited this site

85,576 Visits

53,589 Absolute Unique Visitors

434,382 Page Views

5.08 Average Page Views

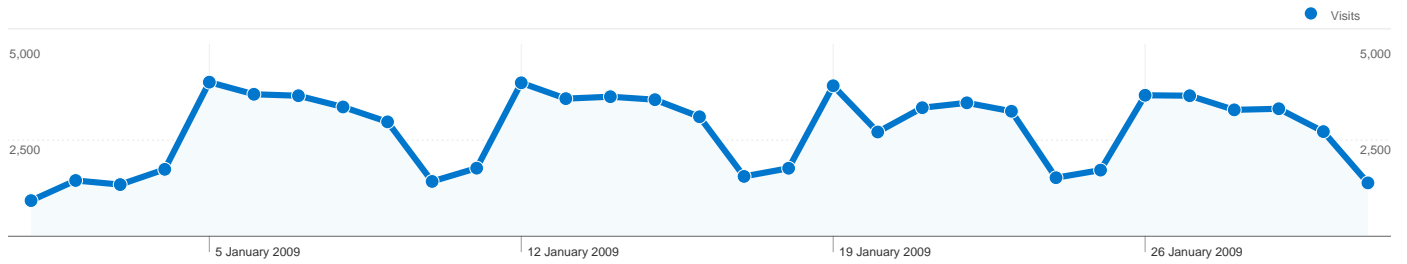
00:02:40 Time on Site

28.72% Bounce Rate




46.47% New Visits

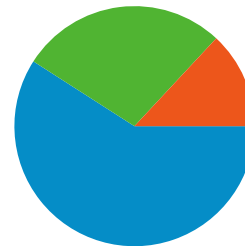
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	71,489	83.54%	DSL	34,426	40.23%
Firefox	10,472	12.24%	Unknown	19,697	23.02%
Safari	2,420	2.83%	T1	19,463	22.74%
Chrome	497	0.58%	Cable	8,755	10.23%
Opera	341	0.40%	OC3	2,067	2.42%



All traffic sources sent a total of 85,576 visits

-  **13.06%** Direct Traffic
-  **27.86%** Referring Sites
-  **59.07%** Search Engines

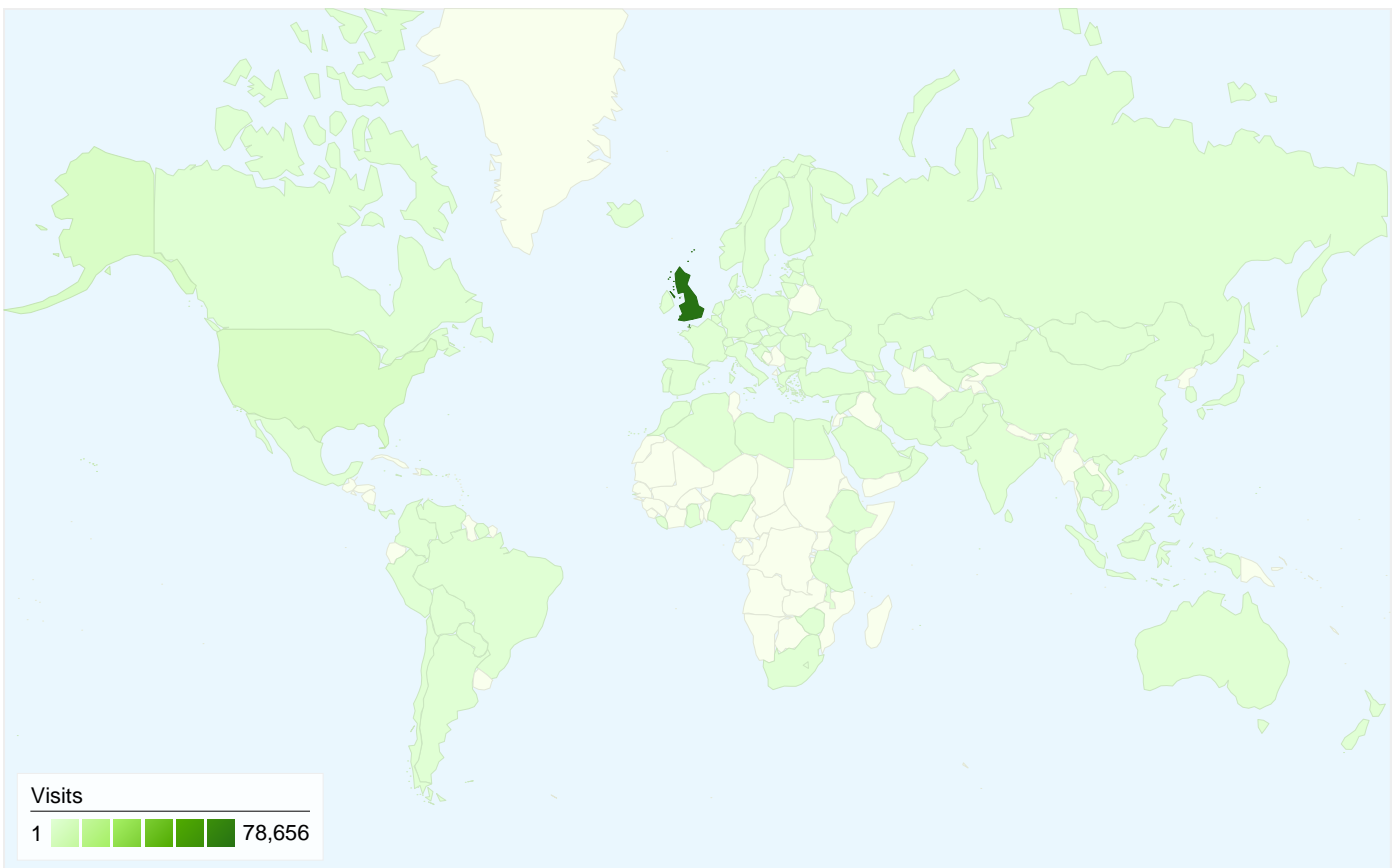


- **Search Engines**
50,553.00 (59.07%)
- **Referring Sites**
23,843.00 (27.86%)
- **Direct Traffic**
11,180.00 (13.06%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	41,782	48.82%
(direct) ((none))	11,180	13.06%
web.stirling.gov.uk (referral)	9,446	11.04%
dogpages.org.uk (referral)	4,079	4.77%
yahoo (organic)	2,956	3.45%

Keywords	Visits	% visits
stirling council	13,867	27.43%
babysitting games	1,794	3.55%
active stirling	1,549	3.06%
stirling	1,233	2.44%
stirling council vacancies	825	1.63%

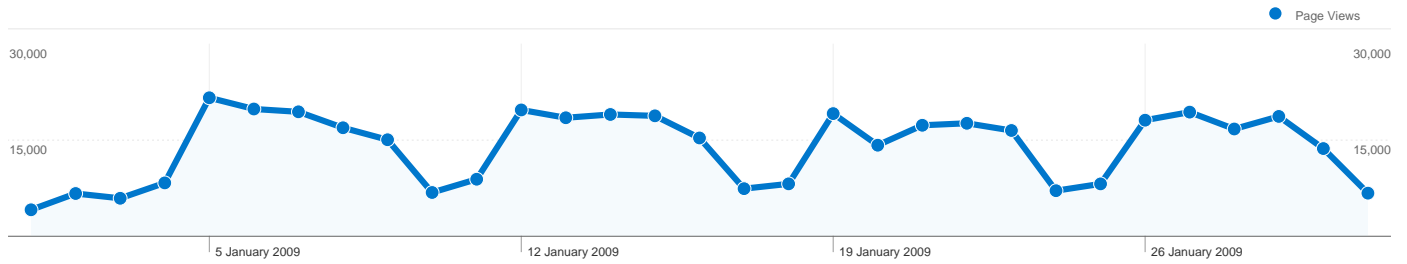


85,576 visits came from 123 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
85,576 % of Site Total: 100.00%	5.08 Site Avg: 5.08 (0.00%)	00:02:40 Site Avg: 00:02:40 (0.00%)	46.50% Site Avg: 46.47% (0.08%)	28.72% Site Avg: 28.72% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	78,656	5.24	00:02:45	43.02%	26.24%
United States	3,383	2.81	00:01:39	88.74%	59.95%
Canada	456	3.35	00:01:29	89.69%	53.07%
Australia	410	4.13	00:02:32	89.51%	47.07%
Germany	311	5.47	00:02:44	68.17%	44.05%
Ireland	222	3.31	00:01:25	84.68%	62.16%
France	210	3.87	00:01:31	81.43%	53.33%
Spain	141	3.86	00:02:04	77.30%	41.84%
India	137	4.32	00:04:19	86.13%	65.69%
Netherlands	127	3.75	00:01:22	77.17%	43.31%


1 - 10 of 123



Pages on this site were viewed a total of 434,382 times

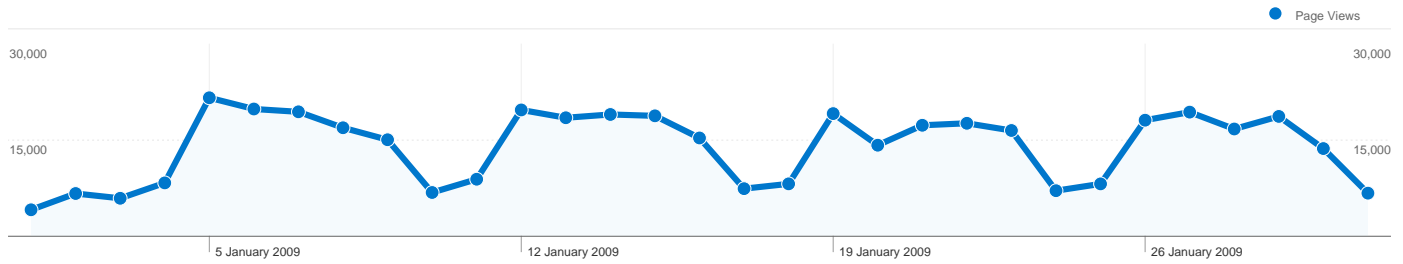
 **434,382** Page Views

 **311,403** Unique Views

 **28.72%** Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	44,985	10.36%
/index/council/jobs/jobvacancies/	27,025	6.22%
/exlinks/undefined/undefined	12,537	2.89%
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	11,583	2.67%
/index/services_homepage/environmentalhealth/animals-	6,035	1.39%



28,982 pages were viewed a total of 434,382 times

Content Performance

Page Views 434,382 % of Site Total: 100.00%	Unique Page Views 311,403 % of Site Total: 100.00%	Time on Page 00:00:39 Site Avg: 00:00:39 (0.00%)	Bounce Rate 28.72% Site Avg: 28.72% (0.00%)	% Exit 19.70% Site Avg: 19.70% (0.00%)	\$ Index £0.00 Site Avg: £0.00 (0.00%)
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Page	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	44,985	33,397	00:00:32	17.26%	20.09%	£0.00
/index/council/jobs/jobvacancies/	27,025	15,335	00:00:53	36.39%	28.29%	£0.00
/exlinks/undefined/undefined	12,537	9,756	00:01:51	32.50%	41.92%	£0.00
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	11,583	6,678	00:01:06	34.78%	22.60%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	6,035	4,276	00:00:32	14.16%	29.78%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	5,799	4,512	00:00:49	60.48%	39.89%	£0.00
/index/services/az/	4,091	3,002	00:00:09	4.04%	2.96%	£0.00
/index/services/	3,995	3,099	00:00:18	7.48%	4.53%	£0.00
/index/council_homepage/jobs/jobvacancies/	3,916	2,803	00:00:56	50.04%	47.85%	£0.00
/index/services/learning/holidaydates/	3,687	2,313	00:00:13	2.38%	5.83%	£0.00

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