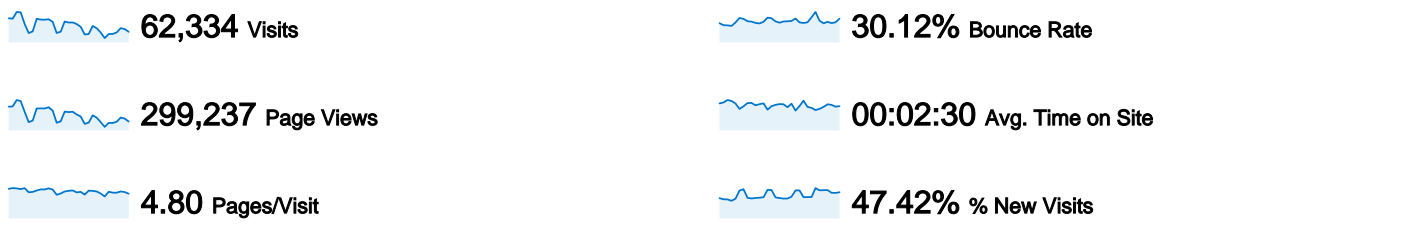


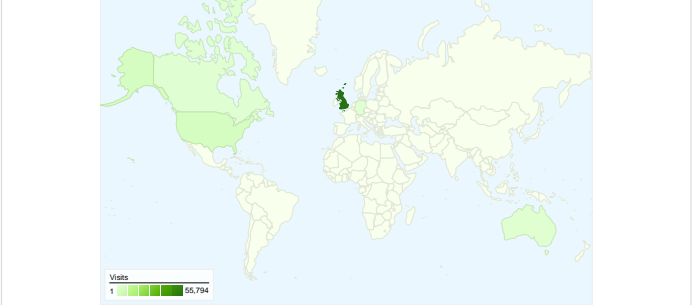
Site Usage



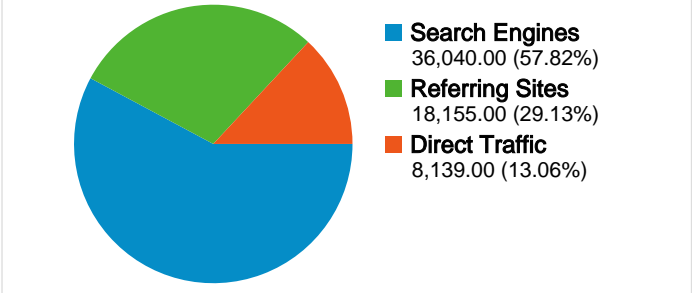
Visitors Overview



Map Overlay world



Traffic Sources Overview

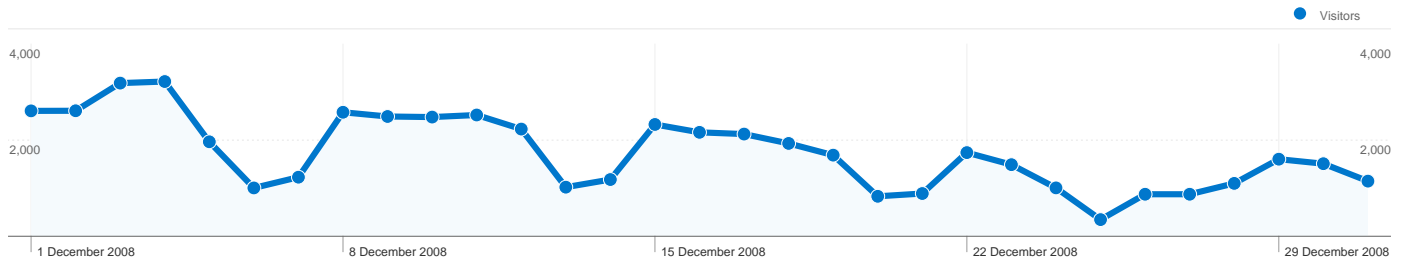


Content Overview

Pages	Page Views	% Page Views
/index/	35,019	11.70%
/index/council/jobs/jobvacanci	15,618	5.22%
/exlinks/undefined/undefined	8,378	2.80%
/exlinks/stirling.myjobscotland.	7,036	2.35%
/index/services_homepage/en	4,003	1.34%

Top Content

Page	Page Views	% visits
/index/	35,019	11.70%
/index/council/jobs/jobvacanci	15,618	5.22%
/exlinks/undefined/undefined	8,378	2.80%
/exlinks/stirling.myjobscotland.	7,036	2.35%
/index/services_homepage/en	4,003	1.34%



40,906 people visited this site

62,334 Visits

40,906 Absolute Unique Visitors

299,237 Page Views

4.80 Average Page Views

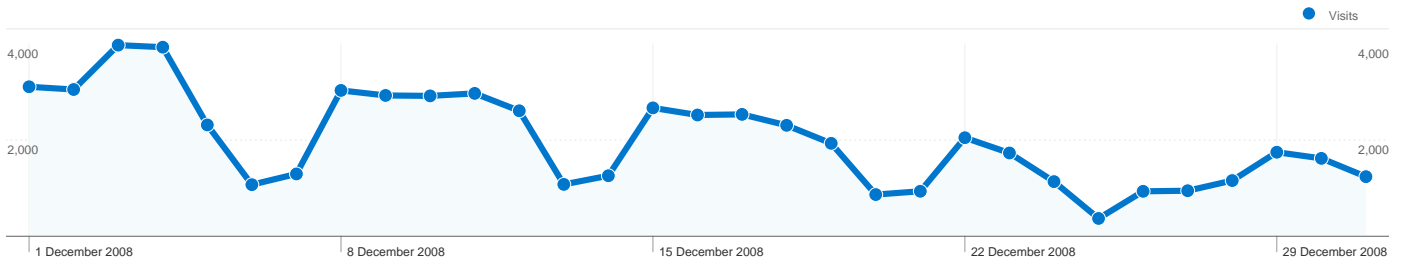
00:02:30 Time on Site

30.12% Bounce Rate




47.42% New Visits

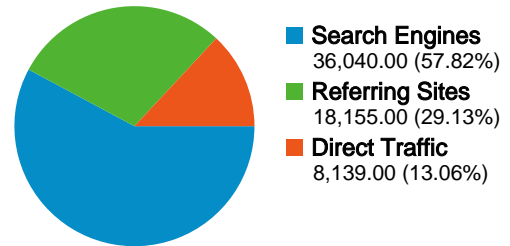
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	51,468	82.57%	DSL	24,823	39.82%
Firefox	8,111	13.01%	Unknown	14,342	23.01%
Safari	1,837	2.95%	T1	14,105	22.63%
Chrome	345	0.55%	Cable	6,896	11.06%
Opera	247	0.40%	OC3	1,436	2.30%



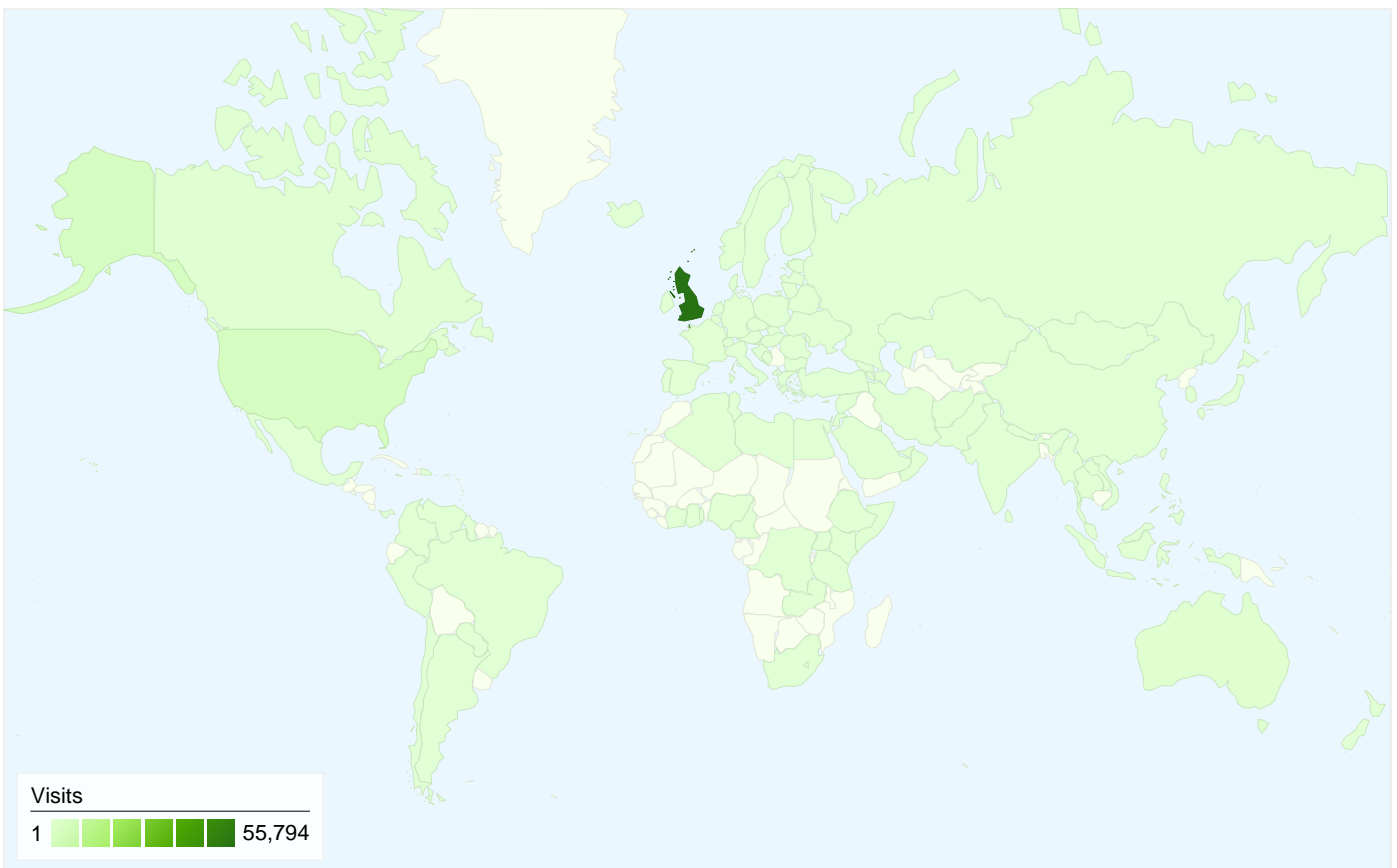
All traffic sources sent a total of 62,334 visits

-  13.06% Direct Traffic
-  29.13% Referring Sites
-  57.82% Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	30,151	48.37%	stirling council	9,258	25.69%
(direct) ((none))	8,139	13.06%	babysitting games	2,016	5.59%
web.stirling.gov.uk (referral)	7,240	11.61%	stirling	948	2.63%
dogpages.org.uk (referral)	2,654	4.26%	active stirling	483	1.34%
yahoo (organic)	1,998	3.21%	stirling council vacancies	463	1.28%

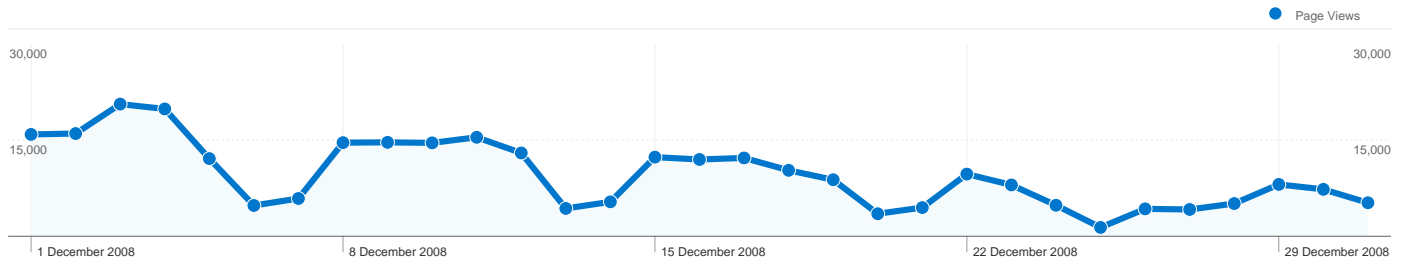


62,334 visits came from 129 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
62,334 % of Site Total: 100.00%	4.80 Site Avg: 4.80 (0.00%)	00:02:30 Site Avg: 00:02:30 (0.00%)	47.47% Site Avg: 47.42% (0.10%)	30.12% Site Avg: 30.12% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	55,794	5.02	00:02:36	42.98%	26.93%
United States	3,215	2.69	00:01:34	86.41%	59.56%
Australia	524	2.76	00:01:46	89.12%	54.39%
Canada	389	3.04	00:01:35	85.35%	54.24%
Germany	257	5.05	00:02:43	74.71%	48.64%
Ireland	180	2.95	00:01:21	88.89%	64.44%
France	170	3.26	00:01:17	78.82%	52.94%
India	152	2.60	00:01:48	86.84%	61.18%
Netherlands	116	3.33	00:02:24	76.72%	49.14%
Spain	113	3.46	00:01:28	85.84%	53.10%

1 - 10 of 129



Pages on this site were viewed a total of 299,237 times

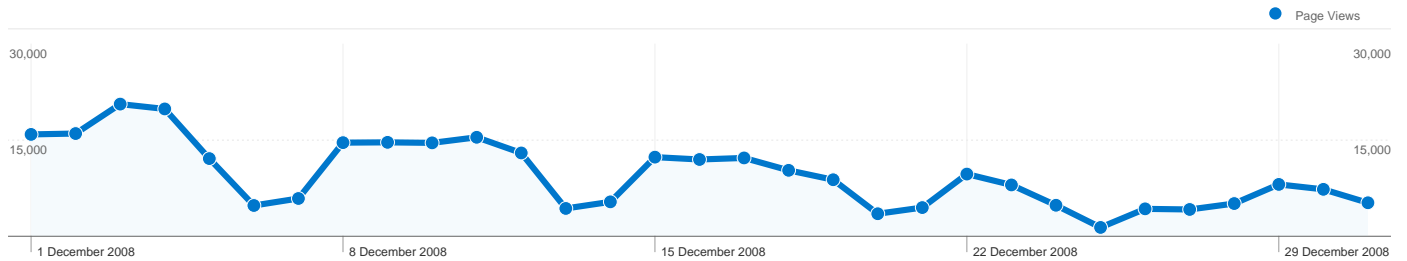
299,237 Page Views

215,351 Unique Views

30.12% Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	35,019	11.70%
/index/council/jobs/jobvacancies/	15,618	5.22%
/exlinks/undefined/undefined	8,378	2.80%
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	7,036	2.35%
/index/services_homepage/environmentalhealth/animals-	4,003	1.34%



22,448 pages were viewed a total of 299,237 times

Content Performance

Page Views 299,237 % of Site Total: 100.00%	Unique Page Views 215,351 % of Site Total: 100.00%	Time on Page 00:00:40 Site Avg: 00:00:40 (0.00%)	Bounce Rate 30.12% Site Avg: 30.12% (0.00%)	% Exit 20.83% Site Avg: 20.83% (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/	35,019	24,798	00:00:39	18.06%	21.34%	£0.00
/index/council/jobs/jobvacancies/	15,618	8,229	00:00:47	34.53%	26.19%	£0.00
/exlinks/undefined/undefined	8,378	6,936	00:01:56	56.52%	45.39%	£0.00
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	7,036	3,822	00:01:00	51.28%	18.76%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	4,003	2,796	00:00:35	13.14%	30.28%	£0.00
/games_-_baby_sit_robin	3,850	2,763	00:01:50	53.14%	61.66%	£0.00
/newsflash	3,702	2,154	00:00:18	13.46%	6.46%	£0.00
/index/services/	3,388	2,491	00:00:20	23.81%	3.87%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	3,364	2,667	00:00:42	55.88%	41.29%	£0.00
/index/leisure/alberthalls/	3,205	2,117	00:00:34	13.98%	21.72%	£0.00

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