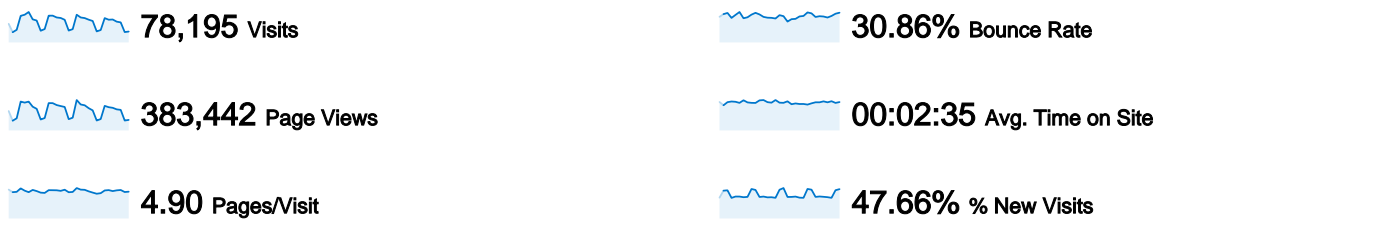
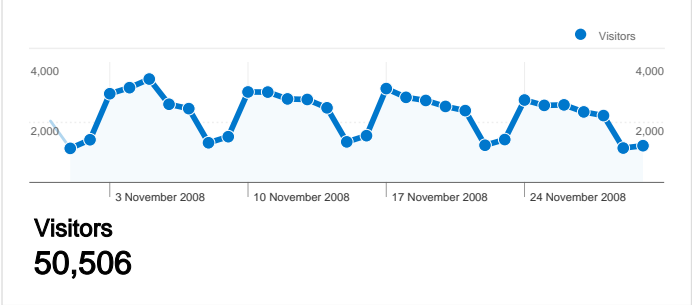


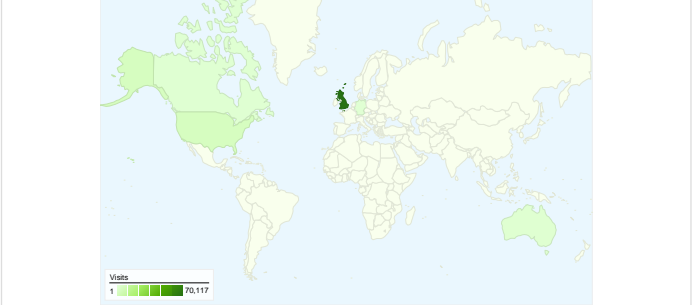
Site Usage



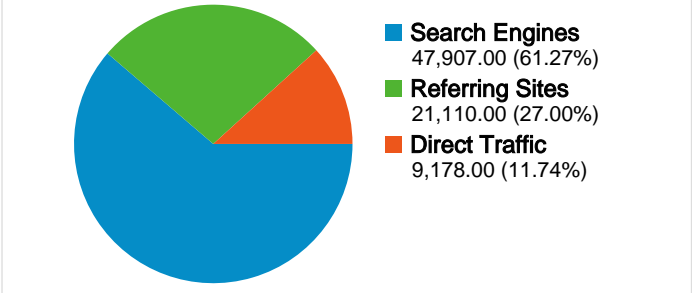
Visitors Overview



Map Overlay world



Traffic Sources Overview

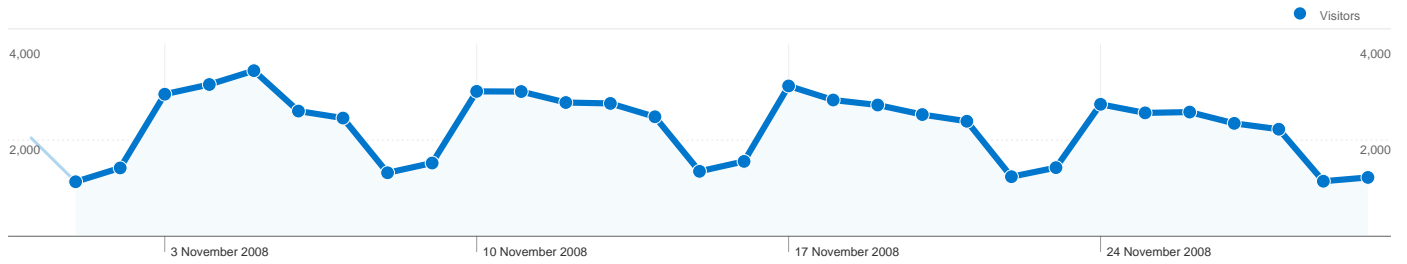


Content Overview

Pages	Page Views	% Page Views
/index/	38,961	10.16%
/index/council/jobs/jobvacanci	23,354	6.09%
/exlinks/undefined/undefined	13,196	3.44%
/exlinks/stirling.myjobscotland.	9,134	2.38%
/games_-_baby_sit_robin	6,043	1.58%

Top Content

Page	Page Views	% visits
/index/	38,961	10.16%
/index/council/jobs/jobvacanci	23,354	6.09%
/exlinks/undefined/undefined	13,196	3.44%
/exlinks/stirling.myjobscotland.	9,134	2.38%
/games_-_baby_sit_robin	6,043	1.58%



50,506 people visited this site

78,195 Visits

50,506 Absolute Unique Visitors

383,442 Page Views

4.90 Average Page Views

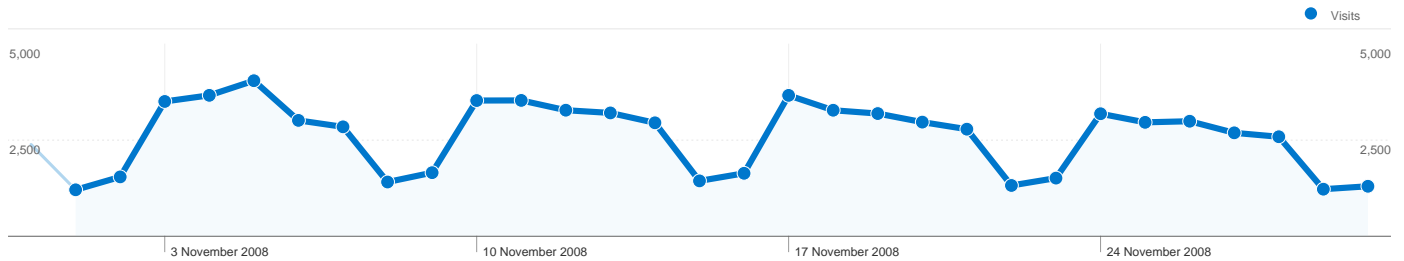
00:02:35 Time on Site

30.86% Bounce Rate




47.66% New Visits

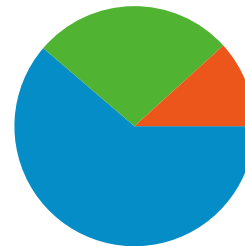
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	65,204	83.39%	DSL	30,944	39.57%
Firefox	9,807	12.54%	T1	18,496	23.65%
Safari	2,201	2.81%	Unknown	16,824	21.52%
Chrome	311	0.40%	Cable	8,962	11.46%
Opera	294	0.38%	OC3	1,936	2.48%



All traffic sources sent a total of 78,195 visits

-  **11.74%** Direct Traffic
-  **27.00%** Referring Sites
-  **61.27%** Search Engines

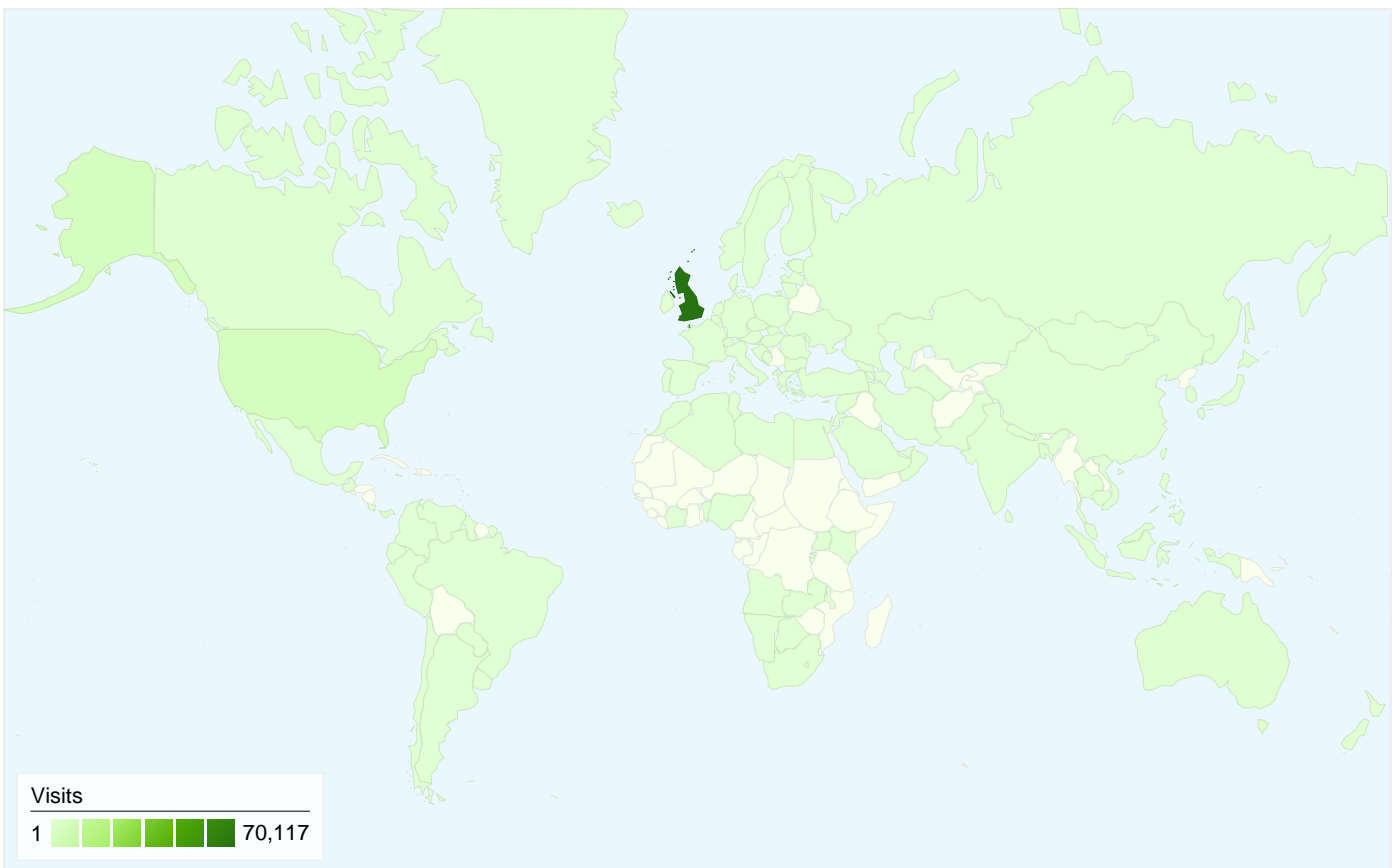


- **Search Engines**
47,907.00 (61.27%)
- **Referring Sites**
21,110.00 (27.00%)
- **Direct Traffic**
9,178.00 (11.74%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	40,532	51.83%
(direct) ((none))	9,178	11.74%
web.stirling.gov.uk (referral)	8,711	11.14%
stirling.gov.uk (referral)	2,541	3.25%
dogpages.org.uk (referral)	2,478	3.17%

Keywords	Visits	% visits
stirling council	11,761	24.55%
babysitting games	3,704	7.73%
stirling	1,229	2.57%
active stirling	984	2.05%
stirling castle	769	1.61%

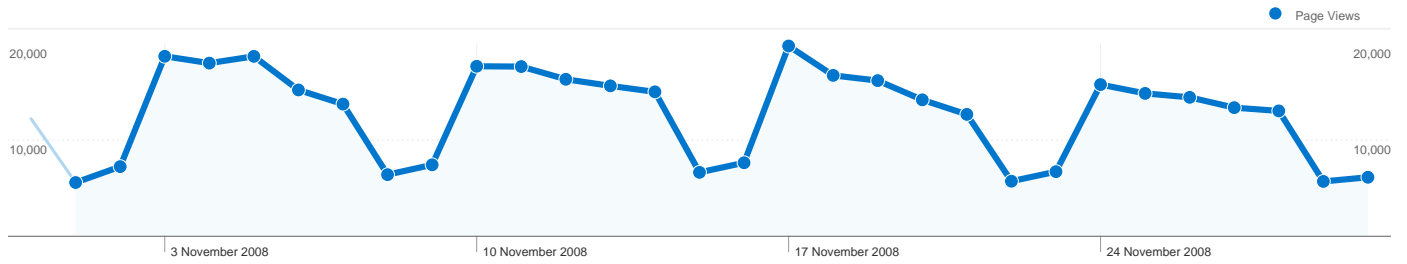


78,195 visits came from 135 countries/territories


Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
78,195 % of Site Total: 100.00%	4.90 Site Avg: 4.90 (0.00%)	00:02:35 Site Avg: 00:02:35 (0.00%)	47.70% Site Avg: 47.66% (0.09%)	30.86% Site Avg: 30.86% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	70,117	5.12	00:02:41	43.30%	27.88%
United States	4,274	2.67	00:01:40	86.69%	57.84%
Australia	642	3.20	00:02:23	87.69%	53.27%
Canada	541	3.15	00:01:48	86.69%	55.82%
Germany	238	5.67	00:03:05	71.85%	47.90%
Ireland	192	3.29	00:01:50	89.58%	61.46%
France	184	3.37	00:01:19	85.33%	53.26%
Spain	127	4.38	00:02:29	80.31%	53.54%
Netherlands	125	2.67	00:00:56	76.80%	56.00%
India	111	3.20	00:02:38	81.08%	57.66%

1 - 10 of 135



Pages on this site were viewed a total of 383,442 times

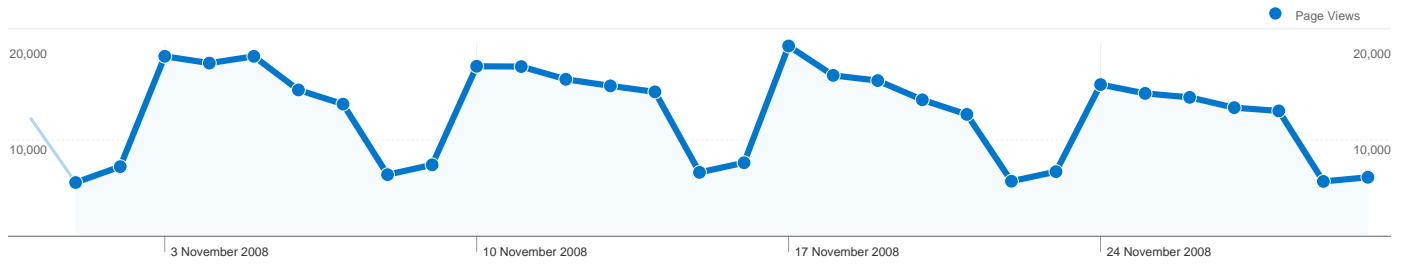
 **383,442** Page Views

 **272,691** Unique Views

 **30.86%** Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	38,961	10.16%
/index/council/jobs/jobvacancies/	23,354	6.09%
/exlinks/undefined/undefined	13,196	3.44%
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	9,134	2.38%
/games_-_baby_sit_robin	6,043	1.58%



29,517 pages were viewed a total of 383,442 times

Content Performance

Page	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
Page Views 383,442 % of Site Total: 100.00%	Unique Page Views 272,691 % of Site Total: 100.00%	Time on Page 00:00:40 Site Avg: 00:00:40 (0.00%)	Bounce Rate 30.86% Site Avg: 30.86% (0.00%)	% Exit 20.39% Site Avg: 20.39% (0.00%)	\$ Index £0.00 Site Avg: £0.00 (0.00%)	
/index/	38,961	28,912	00:00:33	18.11%	21.22%	£0.00
/index/council/jobs/jobvacancies/	23,354	11,815	00:00:39	30.32%	21.93%	£0.00
/exlinks/undefined/undefined	13,196	10,501	00:02:02	58.33%	45.74%	£0.00
/exlinks/stirling.myjobscotland.gov.uk/fe/tpl_scottishportal01.asp	9,134	4,574	00:00:58	28.12%	19.85%	£0.00
/games_-_baby_sit_robin	6,043	4,400	00:02:02	54.83%	63.76%	£0.00
/index/council_homepage/jobs/jobvacancies/	4,537	2,869	00:00:42	37.04%	35.51%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	3,716	2,612	00:00:32	13.63%	29.92%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	3,552	2,801	00:00:43	60.68%	40.40%	£0.00
/index/services/	3,356	2,554	00:00:17	13.04%	4.68%	£0.00
/index/services/az/	3,119	2,373	00:00:08	4.00%	2.15%	£0.00

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