

Site Usage

77,678 Visits

28.34% Bounce Rate

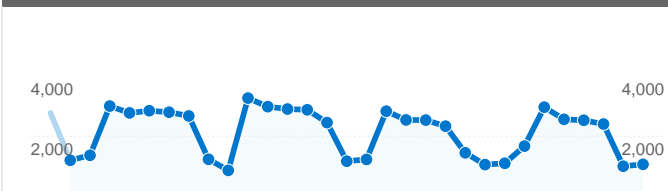
428,517 Page Views

00:02:47 Avg. Time on Site

5.52 Pages/Visit

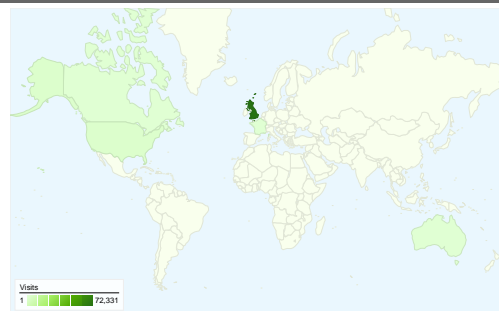
44.10% % New Visits

Visitors Overview

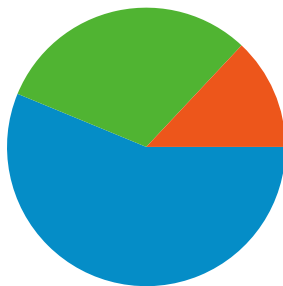


Visitors
47,322

Map Overlay world



Traffic Sources Overview



- Search Engines
43,676 (56.23%)
- Referring Sites
23,904 (30.77%)
- Direct Traffic
10,098 (13.00%)

Content Overview

Pages	Page Views	% Page Views
/index/	42,467	9.91%
/index/council/jobs/jobvacanci	24,958	5.82%
/index/council/jobs/jobvacanci	19,680	4.59%
/index/council/jobs/jobvacanci	6,096	1.42%
/index/council_homepage/jobs	5,761	1.34%

Top Content

URL	Page Views	% visits
/index/	42,467	9.91%
/index/council/jobs/jobvacanci	24,958	5.82%
/index/council/jobs/jobvacanci	19,680	4.59%
/index/council/jobs/jobvacanci	6,096	1.42%
/index/council_homepage/jobs	5,761	1.34%



47,322 people visited this site

77,678 Visits

47,322 Absolute Unique Visitors

428,517 Page Views

5.52 Average Page Views

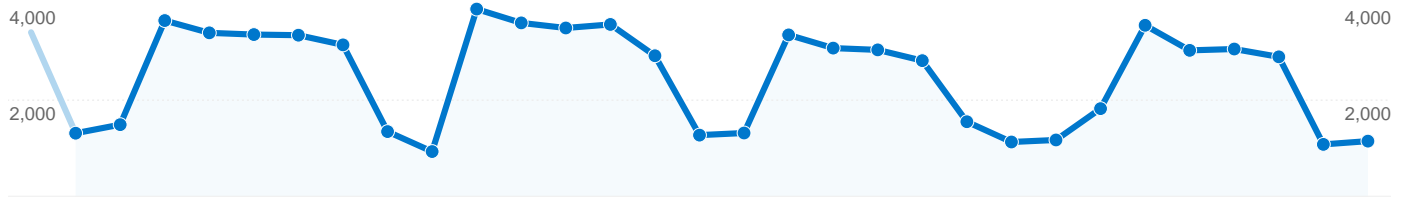
00:02:47 Time on Site

28.34% Bounce Rate




44.12% New Visits

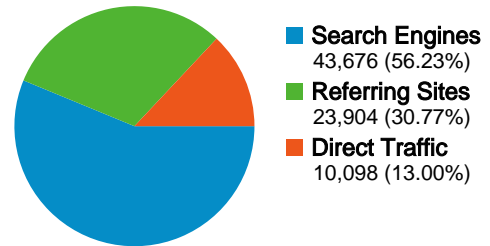
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	67,142	86.44%	DSL	28,439	36.61%
Firefox	8,093	10.42%	T1	20,206	26.01%
Safari	1,842	2.37%	Unknown	15,990	20.58%
Opera	265	0.34%	Cable	8,019	10.32%
Mozilla	202	0.26%	OC3	2,651	3.41%



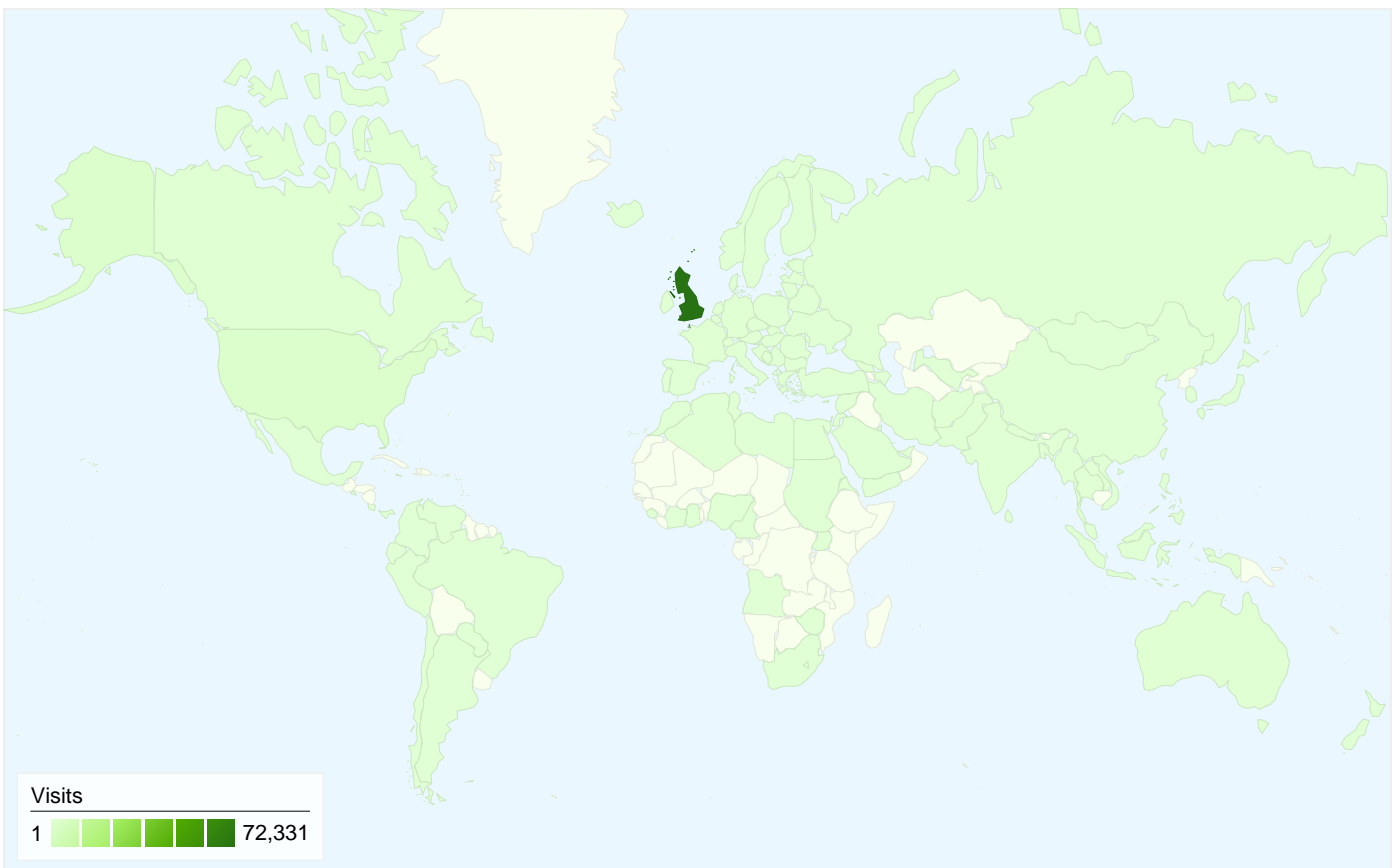
All traffic sources sent a total of 77,678 visits

-  13.00% Direct Traffic
-  30.77% Referring Sites
-  56.23% Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	35,871	46.18%	stirling council	12,467	28.54%
(direct) ((none))	10,098	13.00%	stirling	1,654	3.79%
web.stirling.gov.uk (referral)	9,490	12.22%	stirling council vacancies	503	1.15%
dogpages.org.uk (referral)	2,888	3.72%	www.stirling.gov.uk	489	1.12%
yahoo (organic)	2,733	3.52%	stirling council jobs	421	0.96%



77,678 visits came from 129 countries/territories

Site Usage


Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	72,331	5.67	00:02:51	41.14%	26.27%
United States	1,826	2.90	00:01:36	85.21%	59.53%
Australia	374	3.99	00:01:58	87.97%	49.20%
Canada	359	3.59	00:01:44	81.34%	54.60%
France	297	3.25	00:01:12	83.50%	56.23%
Germany	261	4.95	00:02:45	76.63%	45.21%
Ireland	176	3.76	00:01:59	88.64%	57.95%
Spain	176	4.09	00:02:02	76.14%	52.27%
Netherlands	148	3.57	00:01:47	74.32%	49.32%
Italy	125	3.20	00:01:03	80.80%	64.80%


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Pages on this site were viewed a total of 428,517 times

 **428,517** Page Views

 **305,707** Unique Views

 **28.34%** Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	42,467	9.91%
/index/council/jobs/jobvacancies/	24,958	5.82%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	19,680	4.59%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	6,096	1.42%
/index/council_homepage/jobs/jobvacancies/	5,761	1.34%



25,220 URLs were viewed a total of 428,517 times

Content Performance

Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index	
428,517 % of Site Total: 100.00%	305,707 % of Site Total: 100.00%	00:00:37 Site Avg: 00:00:37 (0.00%)	28.34% Site Avg: 28.34% (0.00%)	18.13% Site Avg: 18.13% (0.00%)	£0.00 Site Avg: £0.00 (0.00%)	
URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	42,467	32,361	00:00:32	17.00%	20.55%	£0.00
/index/council/jobs/jobvacancies/	24,958	15,725	00:00:19	4.90%	7.71%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	19,680	12,118	00:00:18	20.00%	15.91%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=3	6,096	5,204	00:00:20	26.09%	37.43%	£0.00
/index/council_homepage/jobs/jobvacancies/	5,761	3,620	00:00:20	11.06%	17.60%	£0.00
/index/council/jobs/teachervacancies/	4,810	3,858	00:00:17	36.80%	14.62%	£0.00
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	4,757	2,815	00:00:19	17.05%	15.66%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	4,614	3,053	00:00:35	13.18%	30.43%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	4,588	3,398	00:00:49	58.73%	35.37%	£0.00
/index/services/	4,441	3,391	00:00:17	5.31%	4.19%	£0.00

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