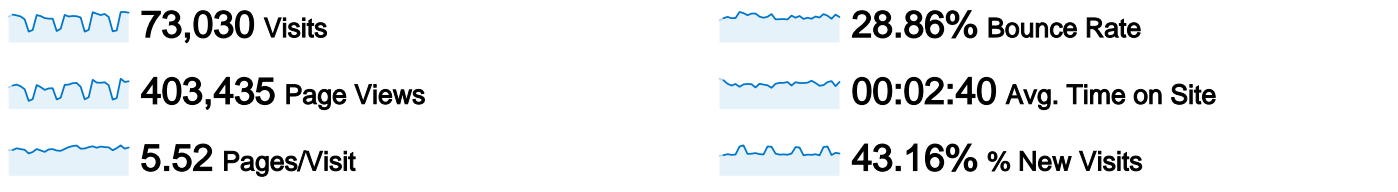
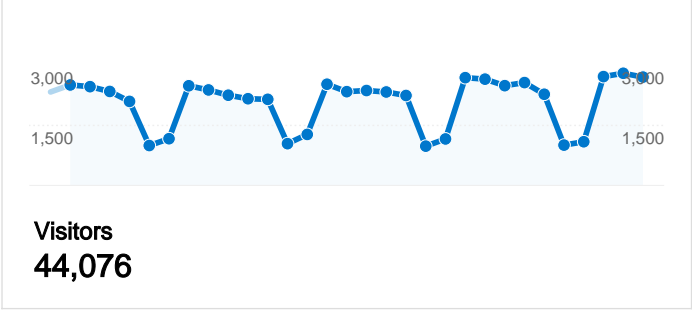




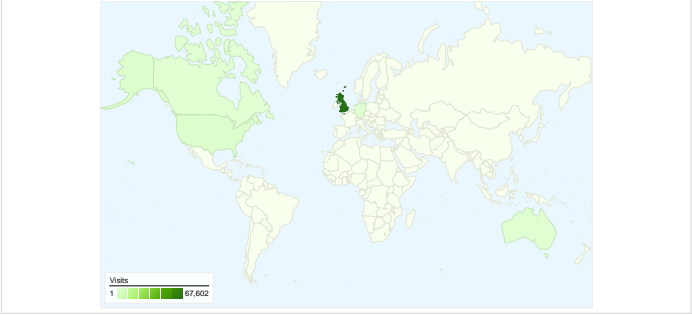
Site Usage



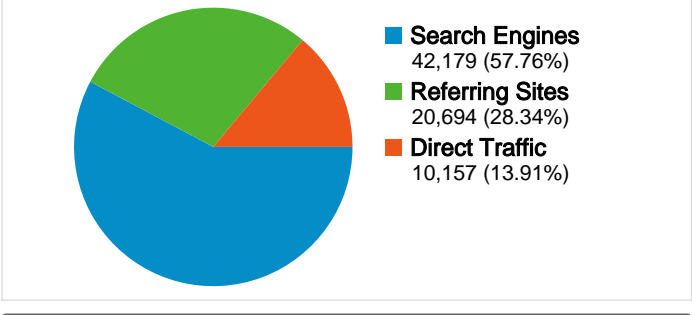
Visitors Overview



Map Overlay world



Traffic Sources Overview



Content Overview








Pages	Page Views	% Page Views
/index/	38,166	9.46%
/index/council/jobs/jobvacanci	23,369	5.79%
/index/council/jobs/jobvacanci	15,852	3.93%
/index/council/jobs/jobvacanci	7,037	1.74%
/index/council_homepage/jobs	6,061	1.50%

Top Content

URL	Page Views	% visits
/index/	38,166	9.46%
/index/council/jobs/jobvacanci	23,369	5.79%
/index/council/jobs/jobvacanci	15,852	3.93%
/index/council/jobs/jobvacanci	7,037	1.74%
/index/council_homepage/jobs	6,061	1.50%



44,076 people visited this site




-  **73,030** Visits
-  **44,076** Absolute Unique Visitors
-  **403,435** Page Views
-  **5.52** Average Page Views
-  **00:02:40** Time on Site
-  **28.86%** Bounce Rate
-  **43.17%** New Visits

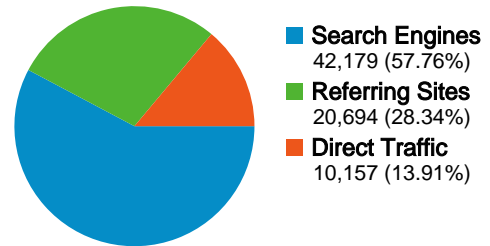
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	63,272	86.64%	DSL	25,999	35.60%
Firefox	7,574	10.37%	T1	18,812	25.76%
Safari	1,659	2.27%	Unknown	16,239	22.24%
Opera	209	0.29%	Cable	7,423	10.16%
Mozilla	194	0.27%	OC3	2,383	3.26%



All traffic sources sent a total of 73,030 visits

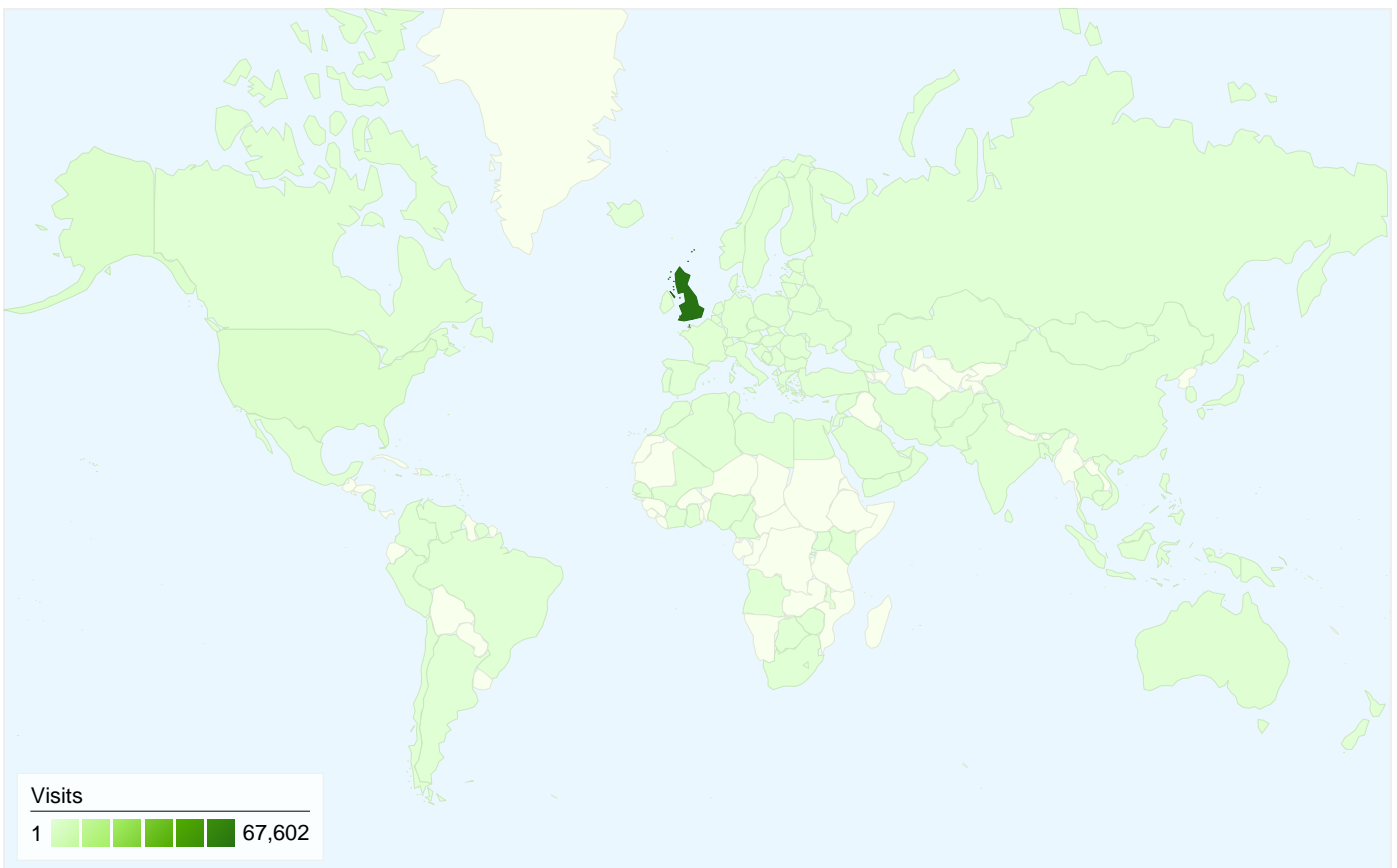
-  **13.91% Direct Traffic**
-  **28.34% Referring Sites**
-  **57.76% Search Engines**



Top Traffic Sources

Sources	Visits	% visits
google (organic)	34,640	47.43%
(direct) ((none))	10,157	13.91%
web.stirling.gov.uk (referral)	9,422	12.90%
dogpages.org.uk (referral)	2,941	4.03%
yahoo (organic)	2,602	3.56%

Keywords	Visits	% visits
stirling council	11,396	27.02%
stirling	1,505	3.57%
stirling+council	506	1.20%
www.stirling.gov.uk	462	1.10%
stirling council vacancies	391	0.93%

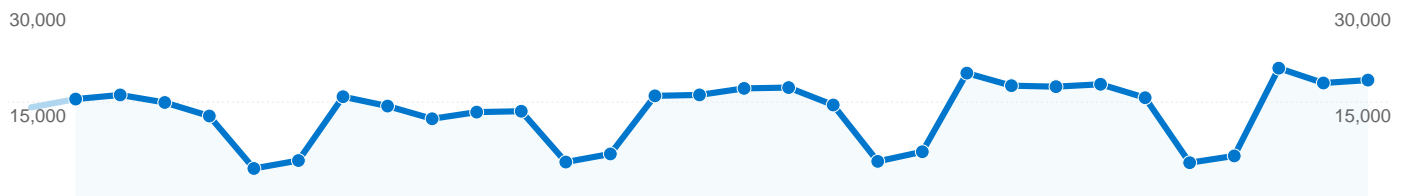


73,030 visits came from 131 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	67,602	5.70	00:02:45	39.95%	26.49%
United States	1,720	3.02	00:01:45	83.14%	61.16%
Australia	394	3.48	00:02:02	81.98%	51.02%
Canada	377	4.29	00:02:05	84.88%	52.79%
Germany	288	4.51	00:02:16	80.56%	54.17%
France	269	3.28	00:01:10	80.67%	60.97%
Ireland	202	3.08	00:01:14	87.13%	61.88%
Spain	190	4.41	00:02:07	78.42%	46.32%
Netherlands	143	3.74	00:01:20	68.53%	49.65%
Poland	109	2.66	00:00:41	82.57%	68.81%

1 - 10 of 131



Pages on this site were viewed a total of 403,435 times

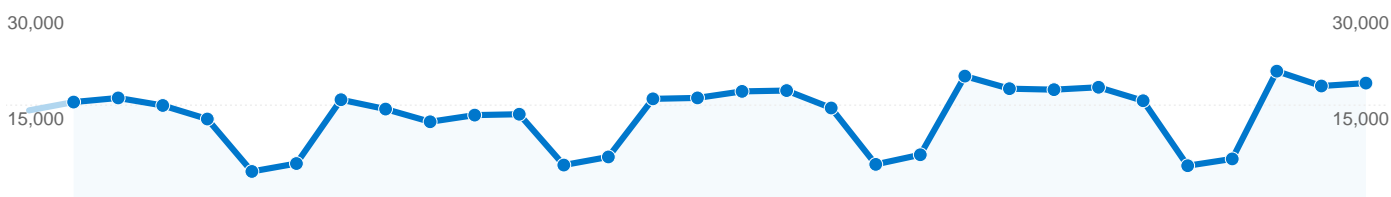
 **403,435** Page Views

 **288,290** Unique Views

 **28.86%** Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	38,166	9.46%
/index/council/jobs/jobvacancies/	23,369	5.79%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	15,852	3.93%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	7,037	1.74%
/index/council_homepage/jobs/jobvacancies/	6,061	1.50%



28,917 URLs were viewed a total of 403,435 times

Content Performance

Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index	
403,435 % of Site Total: 100.00%	288,290 % of Site Total: 100.00%	00:00:35 Site Avg: 00:00:35 (0.00%)	28.86% Site Avg: 28.86% (0.00%)	18.10% Site Avg: 18.10% (0.00%)	£0.00 Site Avg: £0.00 (0.00%)	
URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	38,166	29,289	00:00:32	18.94%	22.02%	£0.00
/index/council/jobs/jobvacancies/	23,369	14,308	00:00:22	10.68%	11.33%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	15,852	10,159	00:00:16	19.82%	13.03%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=3	7,037	5,571	00:00:23	15.15%	38.78%	£0.00
/index/council_homepage/jobs/jobvacancies/	6,061	3,841	00:00:24	16.63%	20.28%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	4,647	3,430	00:00:39	67.27%	36.82%	£0.00
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	4,525	3,067	00:00:30	13.59%	29.72%	£0.00
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	3,997	2,543	00:00:16	15.79%	14.01%	£0.00
/index/services/	3,900	2,974	00:00:17	5.36%	4.03%	£0.00
/index/services/az/	3,553	2,677	00:00:09	4.40%	2.84%	£0.00

1 - 10 of 28,917