

Site Usage

65,742 Visits

5.95 Pages/Visit

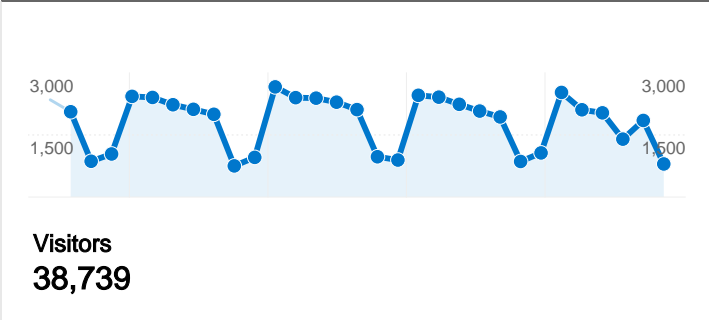
29.96% Bounce Rate

391,373 Pageviews

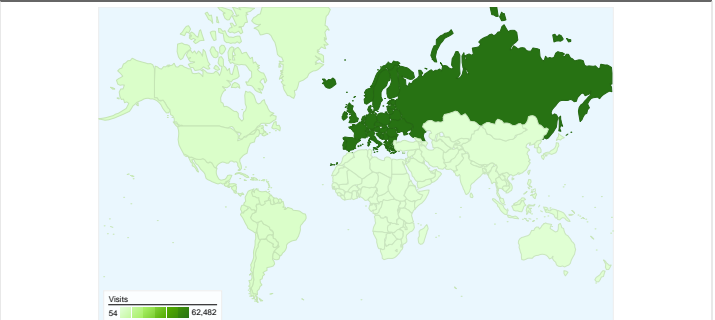
00:02:47 Avg. Time on Site

42.38% % New Visits

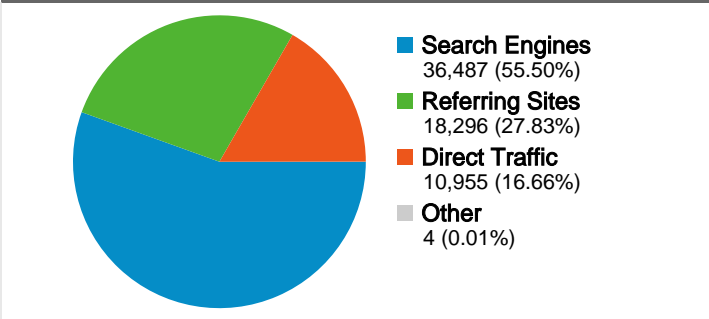
Visitors Overview



Map Overlay world



Traffic Sources Overview

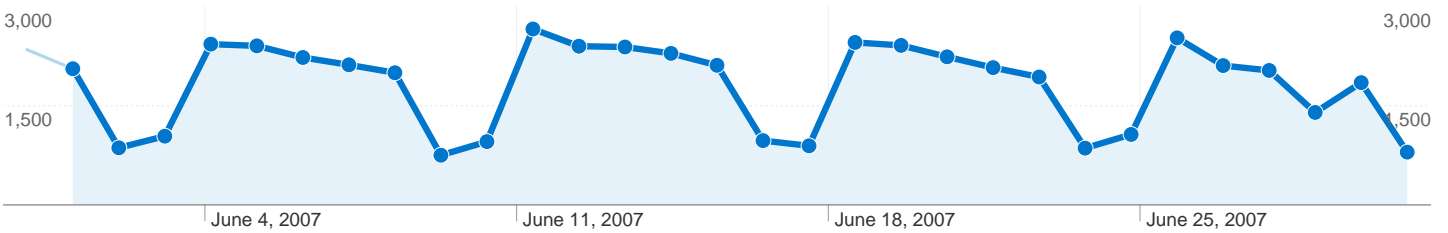


Content Overview

Pages	Pageviews	% Pageviews
/index/	37,078	9.47%
/index/council_homepage/jobs/j	23,865	6.10%
/index/council_homepage/jobs/j	21,162	5.41%
/index/council_homepage/jobs/j	13,655	3.49%
/index/council_homepage/jobs/j	8,231	2.10%

Top Content

URL	Pageviews	% visits
/index/	37,078	9.47%
/index/council_homepage/jobs/j	23,865	6.10%
/index/council_homepage/jobs/j	21,162	5.41%
/index/council_homepage/jobs/j	13,655	3.49%
/index/council_homepage/jobs/j	8,231	2.10%



38,739 people visited this site

65,742 Visits

38,739 Absolute Unique Visitors

391,373 Pageviews

5.95 Average Pageviews

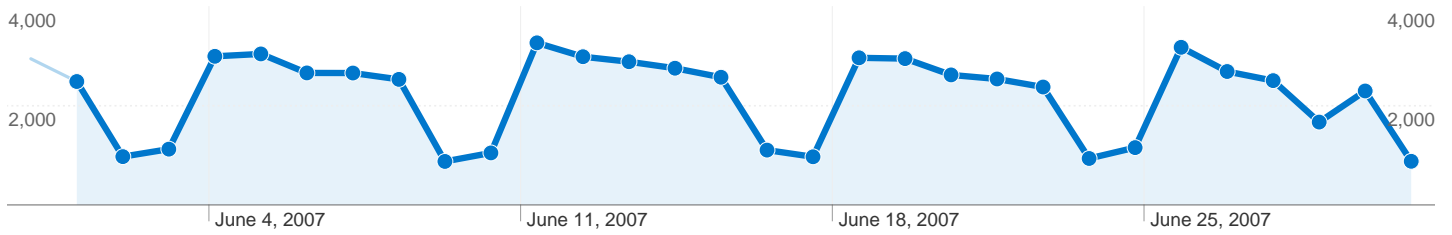
00:02:47 Time on Site

29.96% Bounce Rate




42.31% New Visits

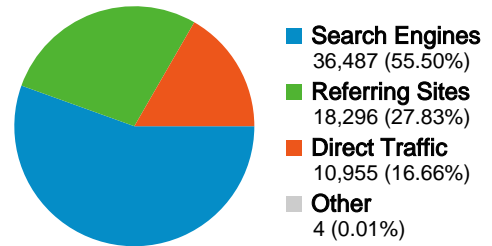
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	58,599	89.13%	DSL	20,321	30.91%
Firefox	5,544	8.43%	T1	20,282	30.85%
Safari	1,109	1.69%	Unknown	13,322	20.26%
Mozilla	200	0.30%	Cable	5,928	9.02%
Opera	173	0.26%	OC3	2,929	4.46%



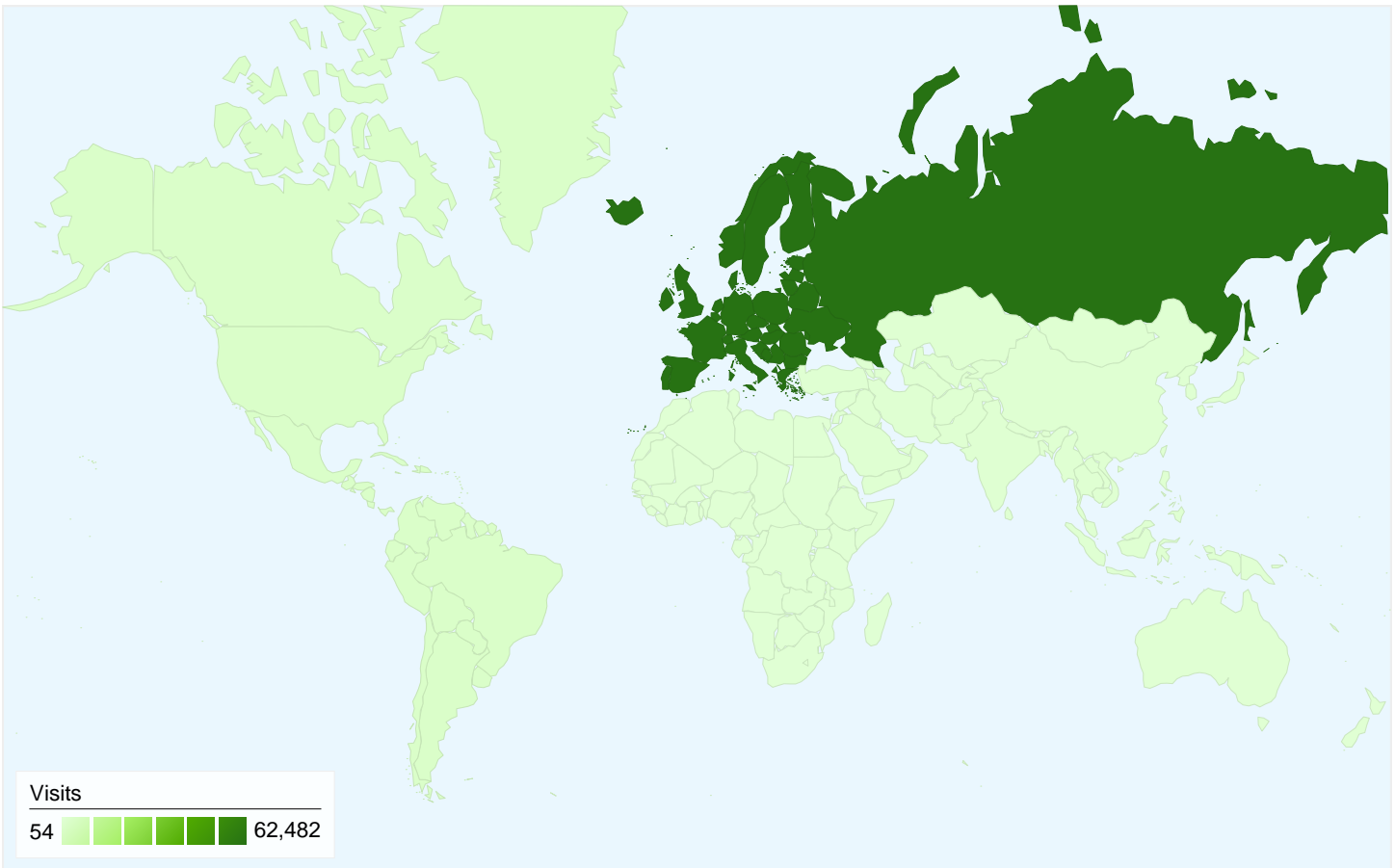
All traffic sources sent a total of 65,742 visits

-  16.66% Direct Traffic
-  27.83% Referring Sites
-  55.50% Search Engines



Top Traffic Sources

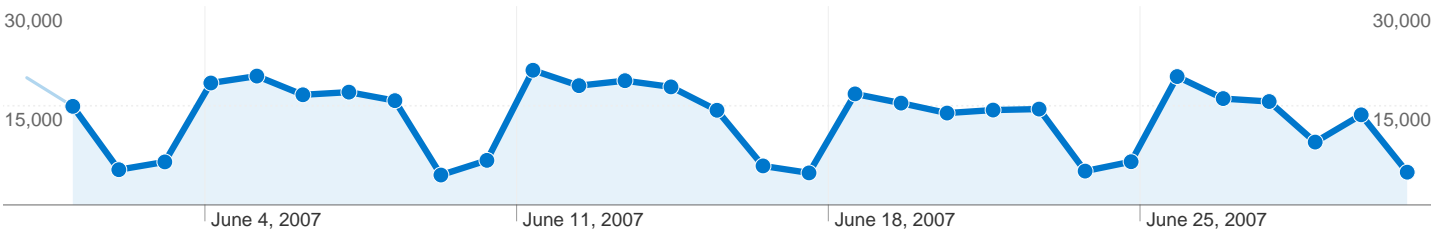
Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	29,417	44.75%	stirling council	10,264	28.13%
(direct) ((none))	10,955	16.66%	stirling	1,751	4.80%
web.stirling.gov.uk (referral)	8,118	12.35%	stirling council vacancies	388	1.06%
yahoo (organic)	2,518	3.83%	stirling council jobs	380	1.04%
dogpages.org.uk (referral)	1,904	2.90%	active stirling	368	1.01%



65,742 visits came from 6 continents

Site Usage

Visits 65,742 % of Site Total: 100.00%	Pages/Visit 5.95 Site Avg: 5.95 (0.00%)	Avg. Time on Site 00:02:47 Site Avg: 00:02:47 (0.00%)	% New Visits 42.30% Site Avg: 42.38% (-0.19%)	Bounce Rate 29.96% Site Avg: 29.96% (0.00%)	
Continent	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Europe	62,482	6.09	00:02:51	39.98%	28.36%
Americas	2,174	3.15	00:01:19	89.14%	63.71%
Asia	554	2.97	00:01:55	84.84%	61.55%
Oceania	383	4.12	00:02:12	80.68%	47.52%
Africa	95	3.08	00:03:02	89.47%	55.79%
(not set)	54	5.91	00:02:37	48.15%	27.78%



Pages on this site were viewed a total of 391,373 times

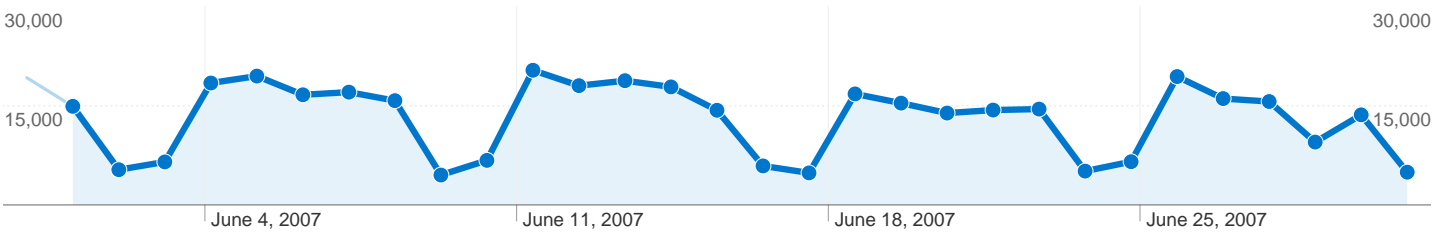
391,373 Pageviews

269,186 Unique Views

29.96% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/index/	37,078	9.47%
/index/council_homepage/jobs/jobvacancies/	23,865	6.10%
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=43	21,162	5.41%
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=43	13,655	3.49%
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=43	8,231	2.10%



22,145 URLs were viewed a total of 391,373 times

Content Performance

Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index	
391,373 % of Site Total: 100.00%	269,186 % of Site Total: 100.00%	00:00:33 Site Avg: 00:00:33 (0.00%)	29.96% Site Avg: 29.96% (0.00%)	16.80% Site Avg: 16.80% (0.00%)	0\$ Site Avg: 0\$ (0.00%)	
URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	37,078	28,207	00:00:34	22.02%	24.92%	0\$
/index/council_homepage/jobs/jobvacancies/	23,865	14,841	00:00:16	6.12%	8.51%	0\$
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	21,162	12,284	00:00:13	22.33%	7.29%	0\$
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=3	13,655	8,941	00:00:13	35.29%	12.96%	0\$
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=4	8,231	5,051	00:00:12	23.53%	9.37%	0\$
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=5	4,787	3,567	00:00:21	20.83%	33.53%	0\$
/index/council_homepage/jobs/teachervacancies/	4,714	2,739	00:00:16	38.86%	16.95%	0\$
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	3,695	2,285	00:00:28	19.52%	31.12%	0\$
/index/services_homepage	3,584	2,686	00:00:19	8.16%	4.05%	0\$
/index/services_homepage/a-z_of_services/	2,825	2,132	00:00:08	1.43%	2.12%	0\$

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