



Site Usage

70,196 Visits

28.07% Bounce Rate

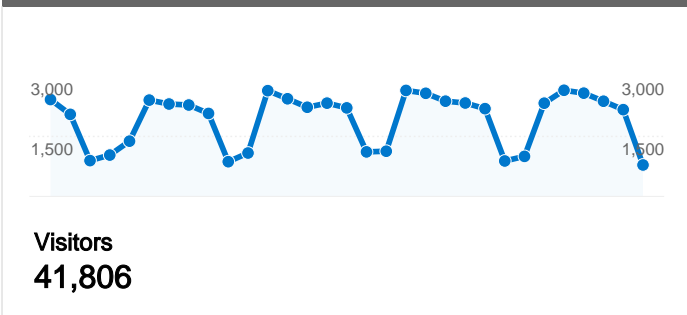
383,840 Page Views

00:02:39 Avg. Time on Site

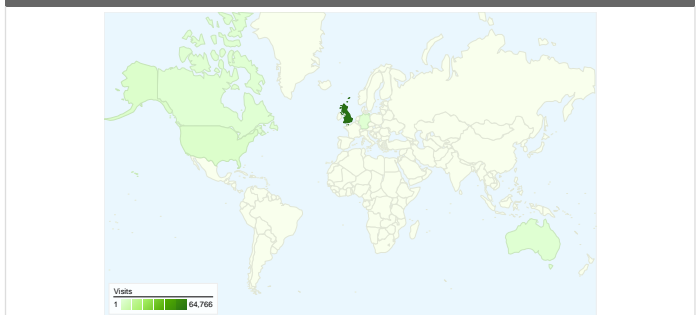
5.47 Pages/Visit

42.30% % New Visits

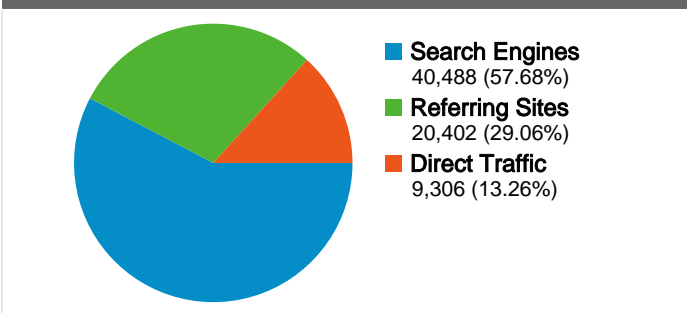
Visitors Overview



Map Overlay world



Traffic Sources Overview

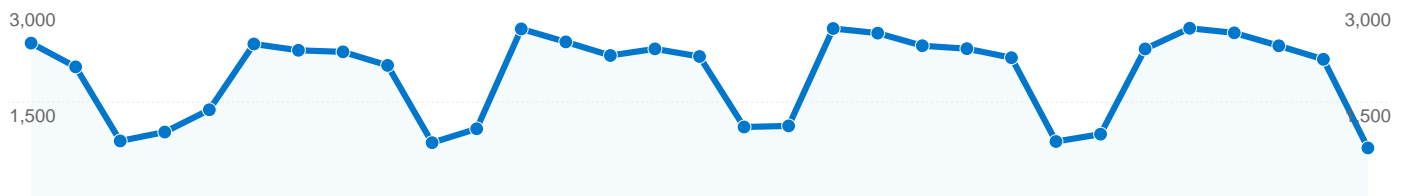


Content Overview








Pages	Page Views	% Page Views
/index/	36,632	9.54%
/index/council/jobs/jobvacanci	24,447	6.37%
/index/council/jobs/jobvacanci	15,781	4.11%
/index/council_homepage/jobs	6,372	1.66%
/index/council_homepage/jobs	4,317	1.12%

Top Content

URL	Page Views	% visits
/index/	36,632	9.54%
/index/council/jobs/jobvacanci	24,447	6.37%
/index/council/jobs/jobvacanci	15,781	4.11%
/index/council_homepage/jobs	6,372	1.66%
/index/council_homepage/jobs	4,317	1.12%

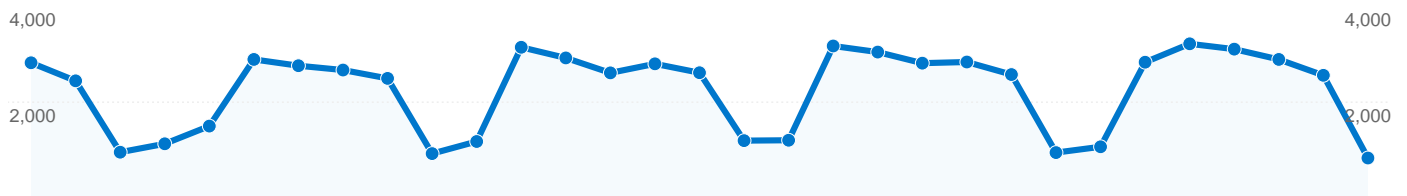


41,806 people visited this site




-  **70,196** Visits
-  **41,806** Absolute Unique Visitors
-  **383,840** Page Views
-  **5.47** Average Page Views
-  **00:02:39** Time on Site
-  **28.07%** Bounce Rate
-  **42.31%** New Visits

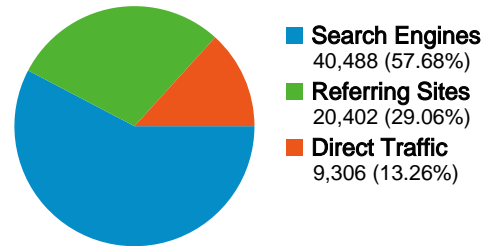
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	60,668	86.43%	DSL	24,394	34.75%
Firefox	7,414	10.56%	T1	19,398	27.63%
Safari	1,581	2.25%	Unknown	15,847	22.58%
Opera	221	0.31%	Cable	6,837	9.74%
Mozilla	198	0.28%	OC3	2,042	2.91%



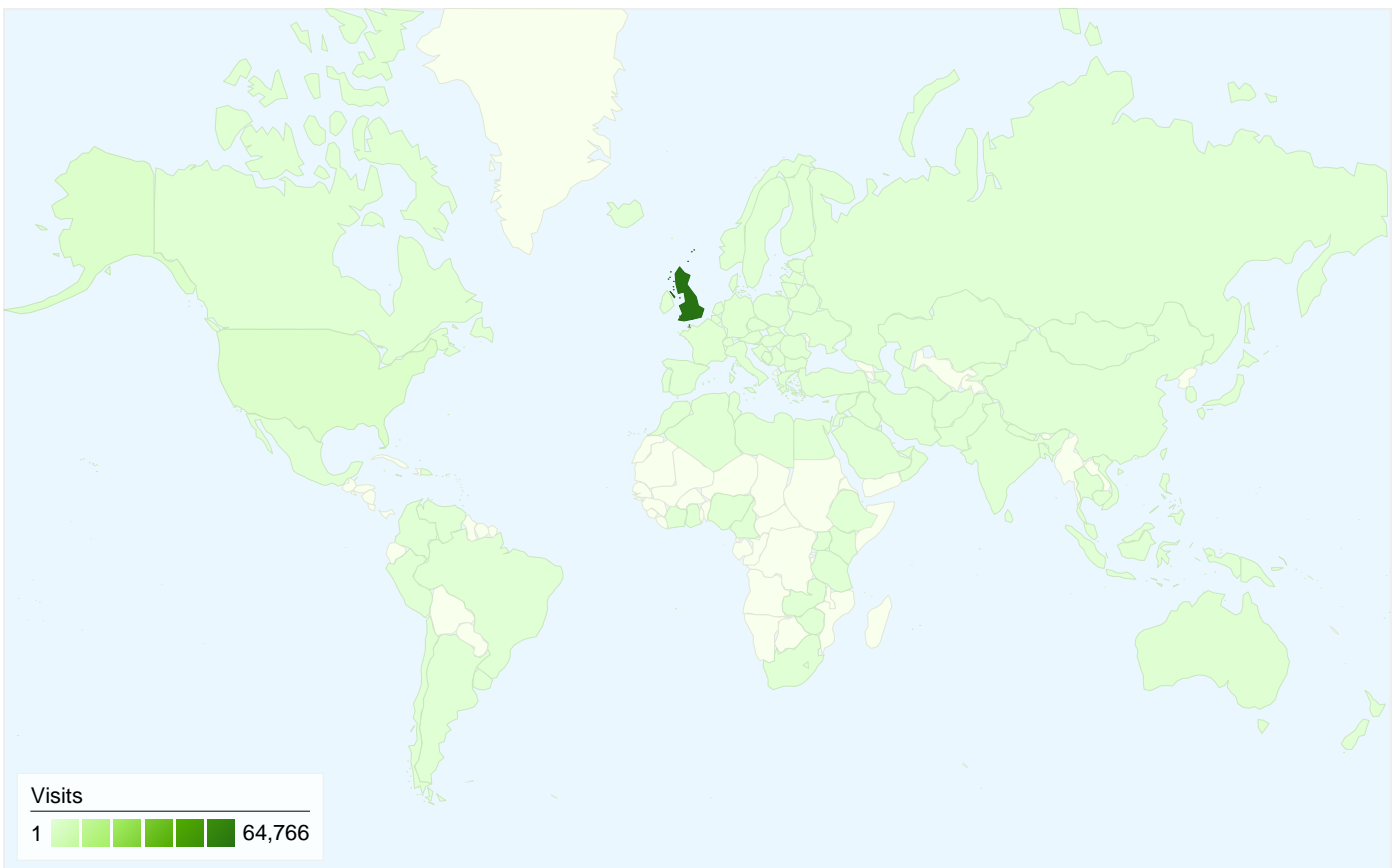
All traffic sources sent a total of 70,196 visits

-  **13.26%** Direct Traffic
-  **29.06%** Referring Sites
-  **57.68%** Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	33,076	47.12%	stirling council	11,572	28.58%
web.stirling.gov.uk (referral)	9,450	13.46%	stirling	1,415	3.49%
(direct) ((none))	9,306	13.26%	stirling council vacancies	443	1.09%
yahoo (organic)	2,580	3.68%	stirling council jobs	387	0.96%
dogpages.org.uk (referral)	2,369	3.37%	tolbooth stirling	331	0.82%

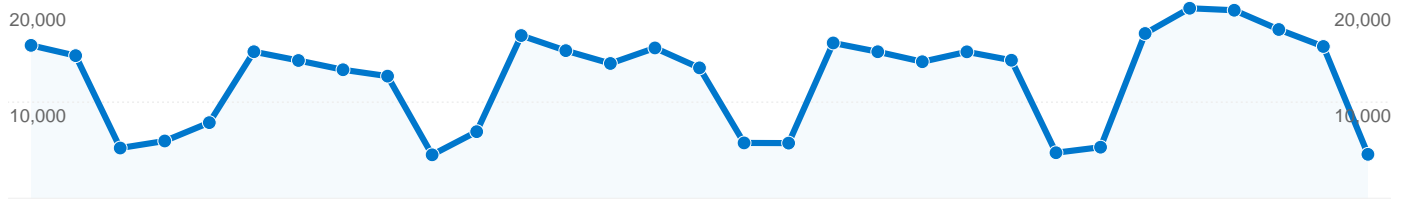


70,196 visits came from 128 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	64,766	5.65	00:02:43	38.82%	25.50%
United States	1,814	2.99	00:01:31	85.06%	61.14%
Australia	399	3.85	00:02:31	81.20%	54.64%
Canada	322	4.17	00:02:33	83.54%	51.55%
Germany	269	5.38	00:03:32	75.84%	52.04%
France	243	3.03	00:01:28	79.01%	55.97%
Spain	178	4.90	00:02:27	73.03%	47.19%
Ireland	173	3.03	00:00:52	86.13%	68.21%
Netherlands	171	3.50	00:01:13	77.19%	50.88%
Japan	134	2.29	00:01:32	91.04%	67.91%


1 - 10 of 128



Pages on this site were viewed a total of 383,840 times

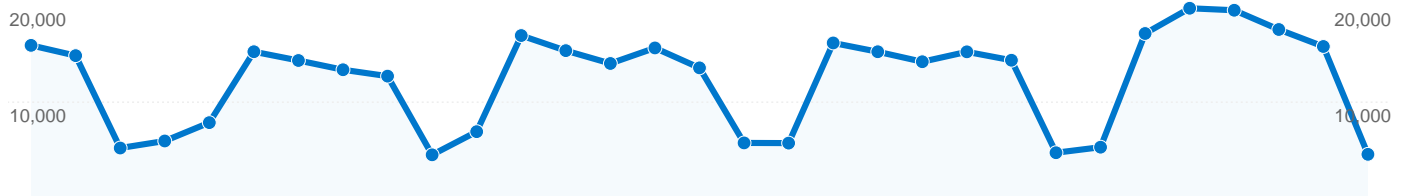
 **383,840** Page Views

 **276,099** Unique Views

 **28.07%** Bounce Rate

Top Content

Pages	Page Views	% Page Views
/index/	36,632	9.54%
/index/council/jobs/jobvacancies/	24,447	6.37%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	15,781	4.11%
/index/council_homepage/jobs/jobvacancies/	6,372	1.66%
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=	4,317	1.12%



27,119 URLs were viewed a total of 383,840 times

Content Performance

Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index	
383,840 % of Site Total: 100.00%	276,099 % of Site Total: 100.00%	00:00:36 Site Avg: 00:00:36 (0.00%)	28.07% Site Avg: 28.07% (0.00%)	18.29% Site Avg: 18.29% (0.00%)	£0.00 Site Avg: £0.00 (0.00%)	
URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	36,632	28,230	00:00:32	18.52%	21.87%	£0.00
/index/council/jobs/jobvacancies/	24,447	14,887	00:00:21	8.94%	10.89%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	15,781	10,291	00:00:20	17.81%	21.60%	£0.00
/index/council_homepage/jobs/jobvacancies/	6,372	3,871	00:00:25	14.36%	17.89%	£0.00
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	4,317	2,622	00:00:18	30.77%	20.04%	£0.00
/index/council/jobs/teachervacancies/	4,193	3,102	00:00:22	39.06%	19.48%	£0.00
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=3	4,041	2,880	00:00:19	6.67%	22.25%	£0.00
/index/services/	3,786	2,893	00:00:19	10.91%	4.38%	£0.00
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	3,603	2,802	00:00:36	70.14%	37.11%	£0.00
/index/services/az/	3,601	2,713	00:00:09	3.83%	3.03%	£0.00

1 - 10 of 27,119