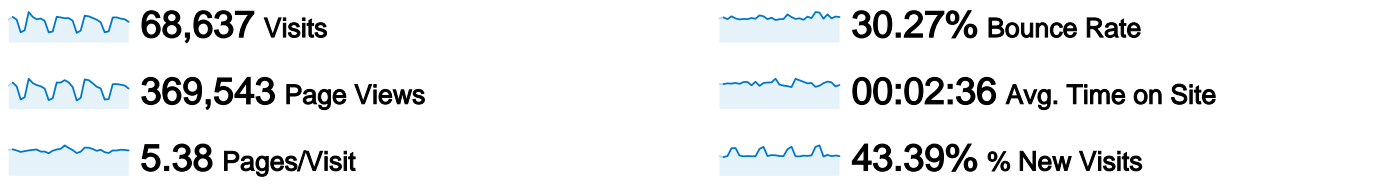
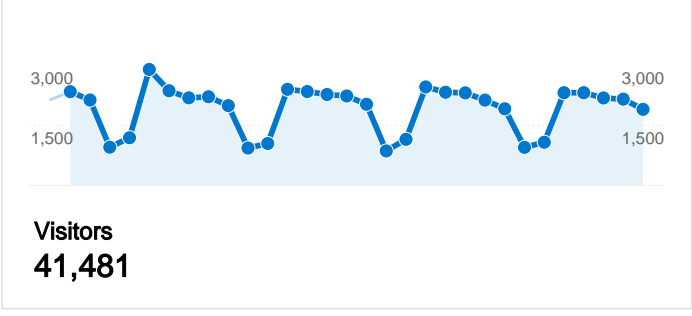


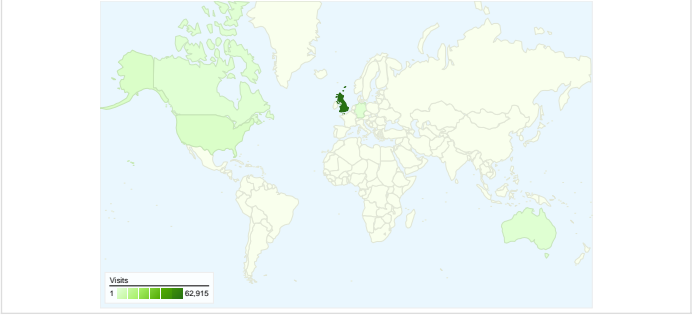
**Site Usage**



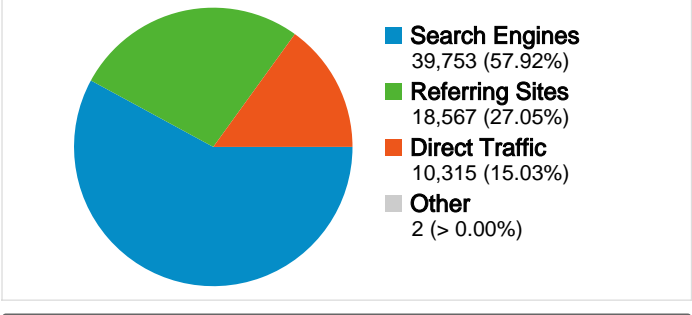
**Visitors Overview**



**Map Overlay world**



**Traffic Sources Overview**

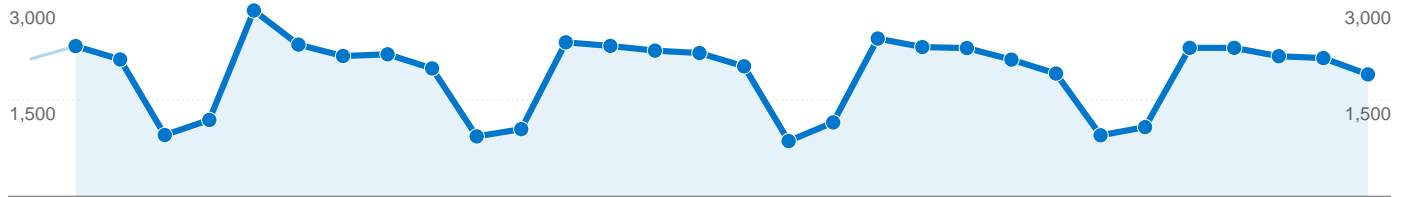


**Content Overview**








Pages	Page Views	% Page Views
/index/	37,826	10.24%
/index/council/jobs/jobvacanci	16,274	4.40%
/index/council/jobs/jobvacanci	14,525	3.93%
/index/council/jobs/jobvacanci	7,265	1.97%
/index/council_homepage/jobs	5,699	1.54%

**Top Content**

URL	Page Views	% visits
/index/	37,826	10.24%
/index/council/jobs/jobvacanci	16,274	4.40%
/index/council/jobs/jobvacanci	14,525	3.93%
/index/council/jobs/jobvacanci	7,265	1.97%
/index/council_homepage/jobs	5,699	1.54%



## 41,481 people visited this site




-  **68,637** Visits
-  **41,481** Absolute Unique Visitors
-  **369,543** Page Views
-  **5.38** Average Page Views
-  **00:02:36** Time on Site
-  **30.27%** Bounce Rate
-  **43.39%** New Visits

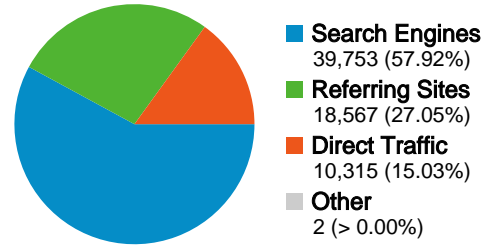
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	60,303	87.86%	DSL	20,734	30.21%
Firefox	6,695	9.75%	T1	20,299	29.57%
Safari	1,229	1.79%	Unknown	15,486	22.56%
Opera	183	0.27%	Cable	7,194	10.48%
Mozilla	161	0.23%	Dialup	2,486	3.62%



## All traffic sources sent a total of 68,637 visits

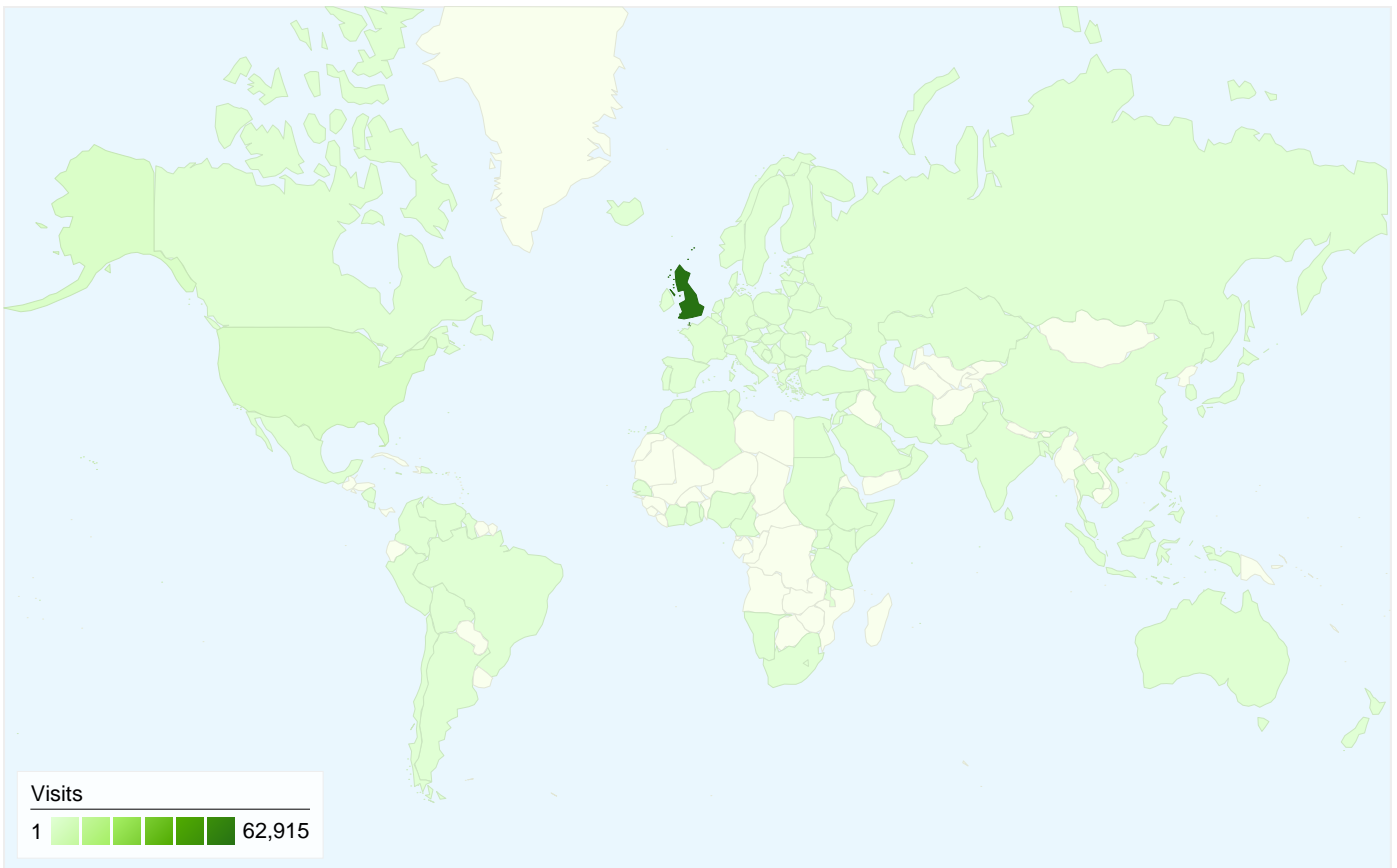
-  **15.03%** Direct Traffic
-  **27.05%** Referring Sites
-  **57.92%** Search Engines



## Top Traffic Sources

Sources	Visits	% visits
google (organic)	32,649	47.57%
(direct) ((none))	10,315	15.03%
web.stirling.gov.uk (referral)	8,959	13.05%
yahoo (organic)	2,519	3.67%
dogpages.org.uk (referral)	2,056	3.00%

Keywords	Visits	% visits
stirling council	10,217	25.70%
stirling	1,404	3.53%
stirling council vacancies	458	1.15%
albert hall stirling	420	1.06%
albert halls stirling	371	0.93%



**68,637 visits came from 124 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	62,915	5.61	00:02:42	39.36%	27.20%
United States	2,256	2.56	00:01:12	90.07%	71.50%
Australia	451	3.18	00:02:27	87.58%	56.32%
Canada	325	3.12	00:01:30	91.08%	62.77%
Germany	259	3.75	00:01:34	83.01%	53.67%
France	207	2.75	00:00:56	84.54%	60.87%
Ireland	156	3.64	00:02:20	85.26%	57.05%
Italy	141	2.80	00:00:59	87.23%	70.21%
Netherlands	140	4.18	00:01:34	70.71%	45.71%
Spain	139	3.86	00:01:28	78.42%	43.88%

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Pages on this site were viewed a total of 369,543 times

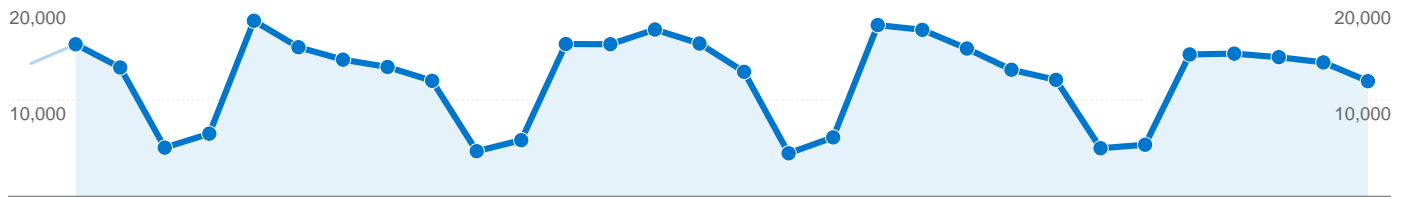
 **369,543** Page Views

 **259,746** Unique Views

 **30.27%** Bounce Rate

## Top Content

Pages	Page Views	% Page Views
/index/	37,826	10.24%
/index/council/jobs/jobvacancies/	16,274	4.40%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	14,525	3.93%
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=	7,265	1.97%
/index/council_homepage/jobs/jobvacancies/	5,699	1.54%



**24,460 URLs were viewed a total of 369,543 times**

**Content Performance**

<b>Page Views</b> <b>369,543</b> % of Site Total: 100.00%	<b>Unique Page Views</b> <b>259,746</b> % of Site Total: 100.00%	<b>Time on Page</b> <b>00:00:36</b> Site Avg: 00:00:36 (0.00%)	<b>Bounce Rate</b> <b>30.27%</b> Site Avg: 30.27% (0.00%)	<b>% Exit</b> <b>18.57%</b> Site Avg: 18.57% (0.00%)	<b>\$ Index</b> <b>0\$</b> Site Avg: 0\$ (0.00%)
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URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/index/	<b>37,826</b>	28,422	00:00:35	21.07%	24.10%	0\$
/index/council/jobs/jobvacancies/	<b>16,274</b>	10,748	00:00:17	5.69%	6.19%	0\$
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	<b>14,525</b>	9,139	00:00:16	17.02%	11.54%	0\$
/index/council/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=3	<b>7,265</b>	5,271	00:00:20	8.33%	30.13%	0\$
/index/council_homepage/jobs/jobvacancies/	<b>5,699</b>	3,938	00:00:18	12.47%	18.85%	0\$
/index/council_homepage/jobs/jobvacancies/slot1=4191&slot2=4324&slot3=4348&slot4=137614&page=2	<b>5,229</b>	3,227	00:00:15	14.75%	12.93%	0\$
/index/services/	<b>3,709</b>	2,716	00:00:15	12.50%	3.50%	0\$
/index/services/a-z_of_services/	<b>3,664</b>	2,792	00:00:08	2.90%	2.59%	0\$
/index/services_homepage/environmentalhealth/animals-page/dog-shelter/	<b>3,315</b>	2,186	00:00:31	12.50%	30.50%	0\$
/index/services/environmentalhealth/animals-page/purchasedogs/ourdogs/	<b>3,001</b>	2,220	00:00:40	68.97%	35.99%	0\$

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