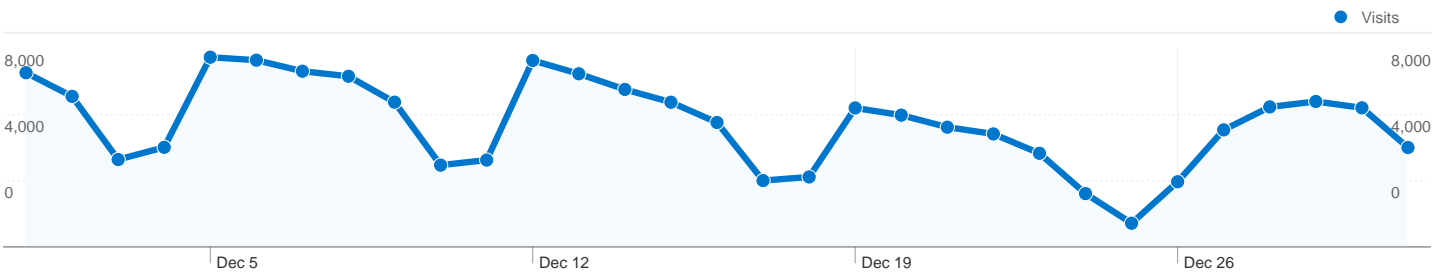


Essex County Council Monthly website report

December 2011





Site Usage

155,331 Visits

47.08% Bounce Rate

411,983 Pageviews

00:02:07 Avg. Time on Site

2.65 Pages/Visit

53.14% % New Visits

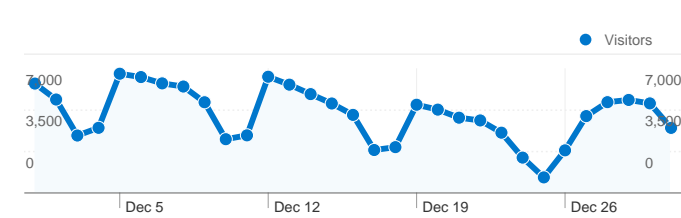
Top Landing Pages

Page	Entrances	% visits
/Pages/Default.aspx	47,970	30.88%
/Education-Schools/Adult-	6,281	4.04%
/education-	5,409	3.48%
/Education-	4,499	2.90%
/Libraries-	4,434	2.85%

Top Content

Page	Pageviews	% visits
/Pages/Default.aspx	61,922	15.03%
/Your-Council/Pages/Jobs-at-	12,458	3.02%
/Education-Schools/Adult-	9,642	2.34%
/Libraries-	9,414	2.29%
/Pages/Contact-us.aspx	7,921	1.92%

Visitors Overview



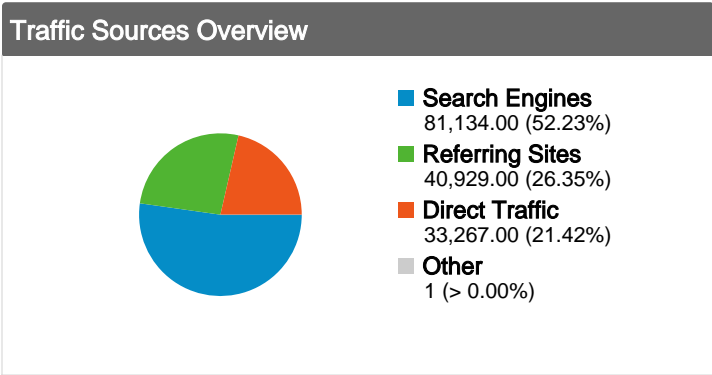
Visitors
113,405

Site Search Terms

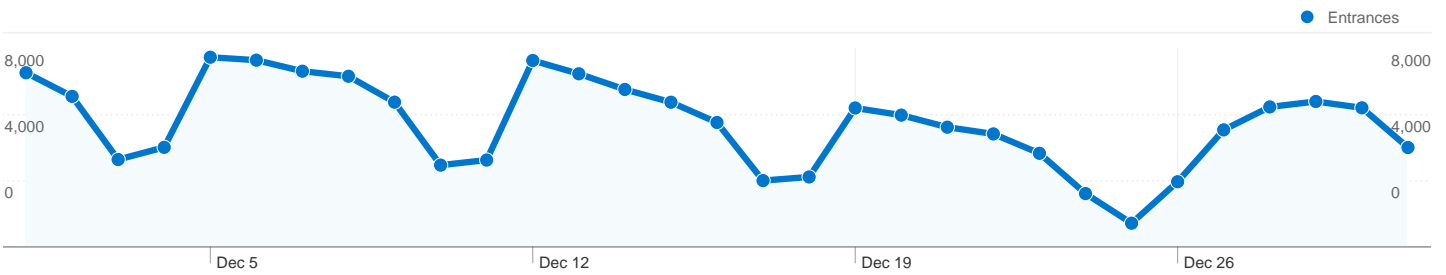
Search Term	Total Unique Searches	% visits
blue badge	105	0.59%
free school meals	87	0.49%
housing	80	0.45%
bus pass	66	0.37%
term dates	63	0.36%

Keywords		
Keyword	Visits	% visits
essex county council	14,180	17.48%
essex libraries	3,393	4.18%
essex library	1,081	1.33%
essex school holidays	1,009	1.24%
essex council	942	1.16%

Referring Sites		
Source	Visits	% visits
local.direct.gov.uk	2,707	16.44%
chelmsford.gov.uk	2,500	15.19%
colchester.gov.uk	1,718	10.44%
basildon.gov.uk	1,494	9.07%
tendringdc.gov.uk	1,355	8.23%



All Traffic Sources		
Source/Medium	Visits	% visits
google / organic	70,254	45.23%
(direct) / (none)	33,267	21.42%
bing / organic	5,170	3.33%
i-net2 / referral	3,034	1.95%
local.direct.gov.uk / referral	2,707	1.74%

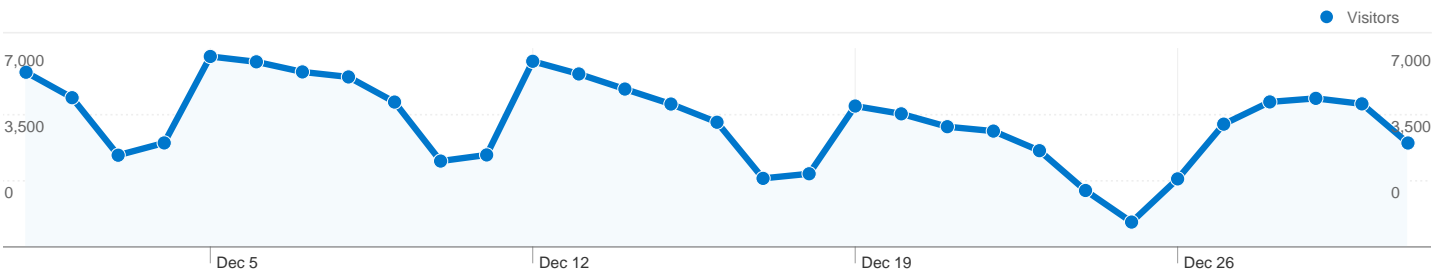


155,330 visits entered the site through 1,892 pages

Landing Pages

Entrances	Bounces	Bounce Rate	
155,330 % of Site Total: 100.00%	73,134 % of Site Total: 100.00%	47.08% Site Avg: 47.08% (0.00%)	
Page	Entrances	Bounces	Bounce Rate
/Pages/Default.aspx	47,970	17,320	36.11%
/Education-Schools/Adult-Learning/Pages/Adult-Learning.aspx	6,281	1,674	26.65%
/education-schools/schools/dates/pages/term-times,-holidays-and-exams.aspx	5,409	4,679	86.50%
/Education-Schools/Schools/Admissions/Pages/Admissions.aspx	4,499	626	13.91%
/Libraries-Archives/Libraries/Pages/Essex-Libraries.aspx	4,434	1,911	43.10%
/Education-Schools/Schools/Dates/Pages/Term-Times,-Holidays-and-Exams.aspx	4,410	3,949	89.55%
/libraries-archives/libraries/Pages/Essex-Libraries.aspx	4,341	1,845	42.50%
/Environment Planning/Recycling-Waste/Recycling-Centres/Pages/Default.aspx	3,071	250	8.14%
/Your-Council/Pages/Jobs-at-the-Council.aspx	2,930	2,116	72.22%
/Business-Partners/Partners/Schools/Essex-Grid-Learning/Pages/Default.aspx	2,383	1,551	65.09%

1 - 10 of 1,892



113,405 people visited this site

155,331 Visits

113,405 Absolute Unique Visitors

411,983 Pageviews

2.65 Average Pageviews

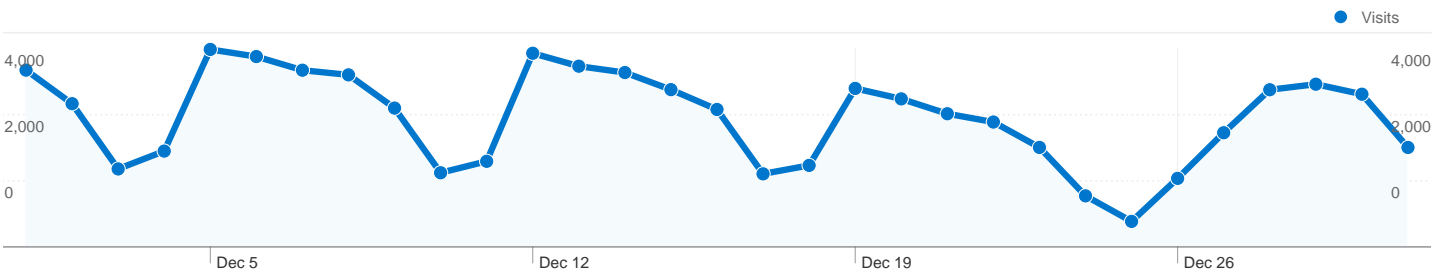
00:02:07 Time on Site

47.08% Bounce Rate

53.14% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	89,464	57.60%
Firefox	23,717	15.27%
Safari	18,635	12.00%
Chrome	18,597	11.97%
Android Browser	2,611	1.68%

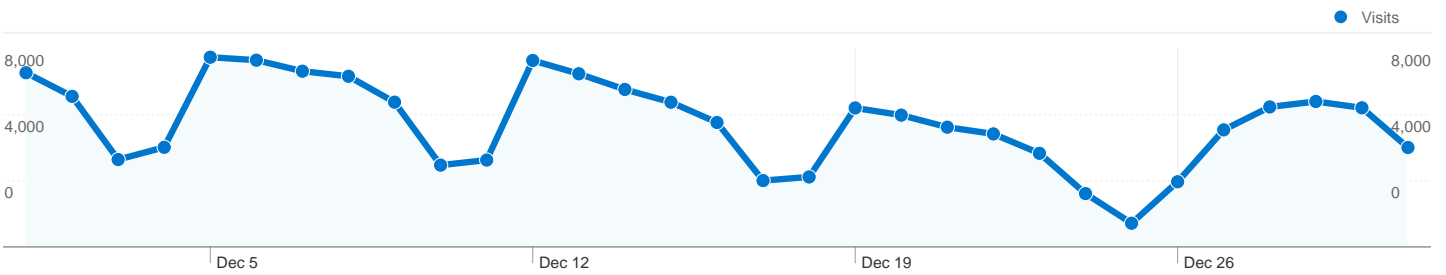


Search sent 81,134 total visits via 22,602 keywords




Site Usage

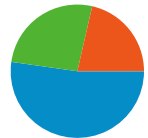
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
81,134 % of Site Total: 52.23%	2.79 Site Avg: 2.65 (5.08%)	00:02:01 Site Avg: 00:02:07 (-4.61%)	49.87% Site Avg: 53.14% (-6.15%)	44.32% Site Avg: 47.08% (-5.88%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
essex county council	14,180	3.95	00:02:40	45.94%	21.97%
essex libraries	3,393	2.49	00:01:39	36.31%	46.30%
essex library	1,081	2.29	00:01:21	42.55%	50.05%
essex school holidays	1,009	1.39	00:00:38	51.64%	83.05%
essex council	942	3.46	00:02:04	58.07%	28.45%
essex	881	3.27	00:02:11	59.02%	30.31%
www.essex.gov.uk/admissions	802	3.45	00:04:16	47.26%	14.09%
essex county council jobs	772	2.19	00:01:21	46.24%	44.04%
(not provided)	577	2.93	00:02:35	59.97%	45.58%
chelmsford park and ride	562	2.43	00:01:55	52.14%	21.17%

1 - 10 of 22,602



All traffic sources sent a total of 155,331 visits

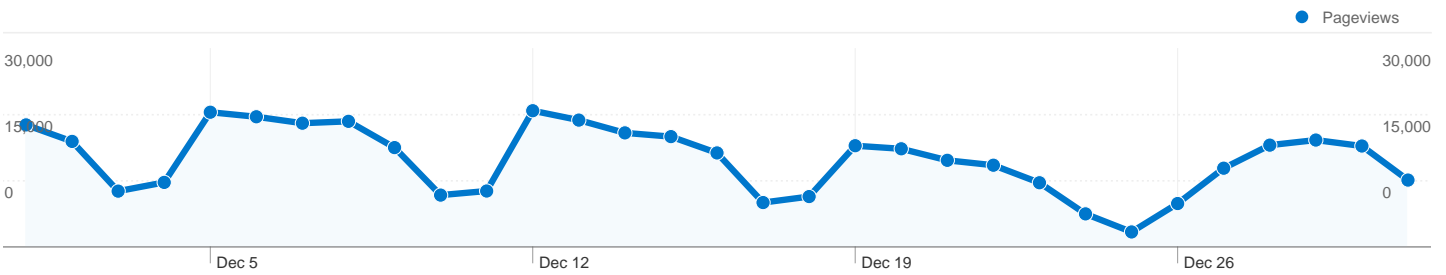
-  **21.42%** Direct Traffic
-  **26.35%** Referring Sites
-  **52.23%** Search Engines



- **Search Engines**
81,134.00 (52.23%)
- **Referring Sites**
40,929.00 (26.35%)
- **Direct Traffic**
33,267.00 (21.42%)
- **Other**
1 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	70,254	45.23%	essex county council	14,180	17.48%
(direct) ((none))	33,267	21.42%	essex libraries	3,393	4.18%
bing (organic)	5,170	3.33%	essex library	1,081	1.33%
i-net2 (referral)	3,034	1.95%	essex school holidays	1,009	1.24%
local.direct.gov.uk (referral)	2,707	1.74%	essex council	942	1.16%



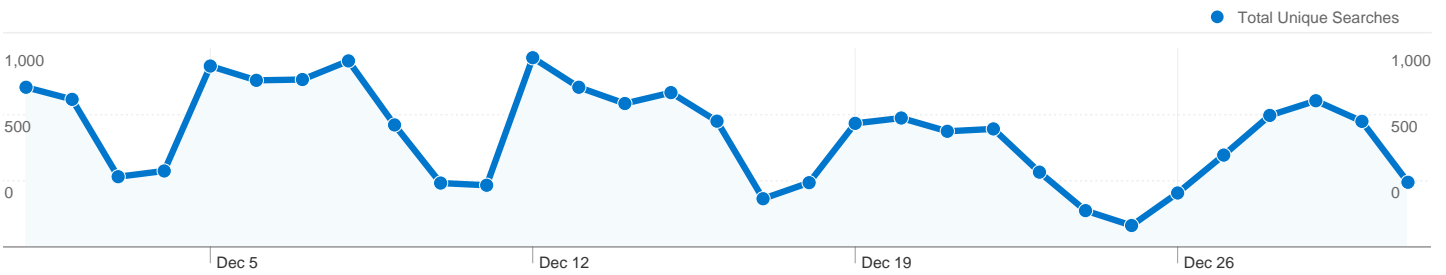
16,533 pages were viewed a total of 411,983 times

Content Performance

Pageviews 411,983 % of Site Total: 100.00%	Unique Pageviews 336,415 % of Site Total: 100.00%	Avg. Time on Page 00:01:17 Site Avg: 00:01:17 (0.00%)	Bounce Rate 47.08% Site Avg: 47.08% (0.00%)	% Exit 37.70% Site Avg: 37.70% (0.00%)	\$ Index UK£0.07 Site Avg: UK£0.02 (212.30%)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/Pages/Default.aspx	61,922	51,138	00:00:56	36.11%	35.31%	UK£0.04
/Your-Council/Pages/Jobs-at-the-Council.aspx	12,458	10,289	00:02:31	72.22%	68.82%	UK£0.00
/Education-Schools/Adult-Learning/Pages/Adult-Learning.aspx	9,642	6,993	00:01:08	26.65%	28.64%	UK£0.00
/Libraries-Archives/libraries/Pages/Essex-Libraries.aspx	9,414	7,936	00:01:12	40.38%	45.16%	UK£0.00
/Pages/Contact-us.aspx	7,921	6,891	00:01:34	63.28%	54.54%	UK£0.01
/Education-Schools/Schools/Admissions/Pages/Admissions.aspx	7,306	5,732	00:00:51	13.91%	13.41%	UK£1.09
/Education-Schools/Schools/Dates/Pages/Term-Times,-Holidays-and-Exams.aspx	6,862	6,210	00:03:03	89.55%	85.15%	UK£0.00
/Libraries-Archives/Libraries/Pages/Essex-Libraries.aspx	6,575	5,559	00:01:00	43.10%	39.03%	UK£0.00
/Libraries-Archives/libraries/Reserve-renew-return-items/Pages/Default.aspx	6,398	5,742	00:03:37	78.48%	77.82%	UK£0.00
/education-schools/schools/dates/pages/term-times,-holidays-and-exams.aspx	5,961	5,464	00:03:09	86.50%	85.93%	UK£0.00

1 - 10 of 16,533

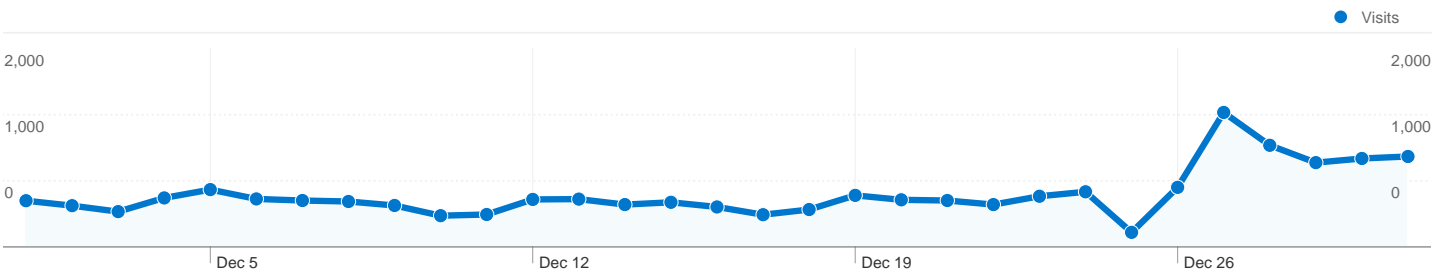


There were 17,742 unique searches via 11,696 search terms

Site Search Usage

Search Term	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth						
<table border="1"> <tr> <td> Total Unique Searches 17,742 % of Site Total: 100.00% </td> <td> Results Pageviews/Search 1.25 Site Avg: 1.25 (0.00%) </td> <td> % Search Exits 16.81% Site Avg: 16.81% (0.00%) </td> <td> % Search Refinements 26.61% Site Avg: 26.61% (0.00%) </td> <td> Time after Search 00:02:18 Site Avg: 00:02:18 (0.00%) </td> <td> Search Depth 1.92 Site Avg: 1.92 (0.00%) </td> </tr> </table>							Total Unique Searches 17,742 % of Site Total: 100.00%	Results Pageviews/Search 1.25 Site Avg: 1.25 (0.00%)	% Search Exits 16.81% Site Avg: 16.81% (0.00%)	% Search Refinements 26.61% Site Avg: 26.61% (0.00%)	Time after Search 00:02:18 Site Avg: 00:02:18 (0.00%)	Search Depth 1.92 Site Avg: 1.92 (0.00%)
Total Unique Searches 17,742 % of Site Total: 100.00%	Results Pageviews/Search 1.25 Site Avg: 1.25 (0.00%)	% Search Exits 16.81% Site Avg: 16.81% (0.00%)	% Search Refinements 26.61% Site Avg: 26.61% (0.00%)	Time after Search 00:02:18 Site Avg: 00:02:18 (0.00%)	Search Depth 1.92 Site Avg: 1.92 (0.00%)							
blue badge	105	1.22	3.81%	6.25%	00:03:03	2.49						
free school meals	87	1.33	8.05%	7.76%	00:05:25	2.74						
housing	80	1.22	21.25%	16.33%	00:01:14	2.45						
bus pass	66	1.23	9.09%	3.70%	00:02:43	1.77						
term dates	63	1.16	1.59%	6.85%	00:01:10	1.48						
school holidays	57	1.23	3.51%	12.86%	00:01:25	1.72						
library	55	1.11	3.64%	8.20%	00:01:17	2.42						
trading standards	55	1.33	1.82%	4.11%	00:01:30	1.82						
new schools	48	1.00	95.83%	0.00%	00:00:22	0.15						
jobs	47	1.09	2.13%	1.96%	00:01:36	1.77						

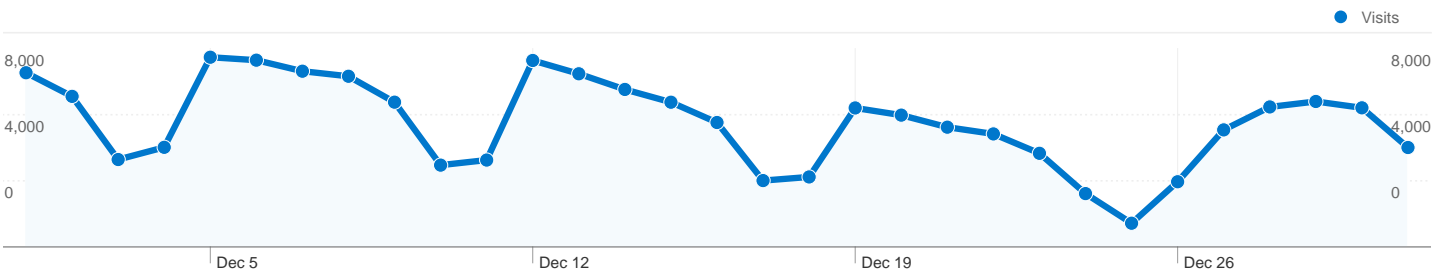
1 - 10 of 11,696



Referring sites sent 16,463 visits via 72 sources

Filtered for sources containing ".gov.uk" and sources excluding "i-net" and sources excluding "essex"

Site Usage						
Visits	Pages/Visit	Avg. Time on Site		% New Visits	Bounce Rate	
16,463 % of Site Total: 10.60%	2.71 Site Avg: 2.65 (2.30%)	00:01:56 Site Avg: 00:02:07 (-8.19%)		61.88% Site Avg: 53.14% (16.46%)	39.70% Site Avg: 47.08% (-15.68%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
local.direct.gov.uk	2,707	2.67	00:02:28	60.81%	46.25%	
chelmsford.gov.uk	2,500	2.28	00:01:38	58.60%	51.60%	
colchester.gov.uk	1,718	3.33	00:02:14	58.85%	17.69%	
basildon.gov.uk	1,494	2.49	00:01:52	63.52%	50.47%	
tendringdc.gov.uk	1,355	2.35	00:01:35	68.12%	46.49%	
braintree.gov.uk	949	3.07	00:01:52	60.59%	28.98%	
eppingforestdc.gov.uk	896	3.22	00:02:11	62.28%	19.08%	
brentwood.gov.uk	757	3.29	00:02:52	58.26%	23.65%	
harlow.gov.uk	708	2.62	00:01:12	72.46%	11.16%	
castlepoint.gov.uk	652	2.47	00:01:25	60.28%	58.28%	
1 - 10 of 72						



All traffic sources sent 155,331 visits via 1,307 sources and mediums

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
155,331 % of Site Total: 100.00%	2.65 Site Avg: 2.65 (0.00%)	00:02:07 Site Avg: 00:02:07 (0.00%)	53.17% Site Avg: 53.14% (0.06%)	47.08% Site Avg: 47.08% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	70,254	2.74	00:01:57	50.42%	45.45%
(direct) / (none)	33,267	2.10	00:02:05	66.48%	59.61%
bing / organic	5,170	3.05	00:02:25	43.29%	39.32%
i-net2 / referral	3,034	3.89	00:03:40	6.13%	23.24%
local.direct.gov.uk / referral	2,707	2.67	00:02:28	60.81%	46.25%
chelmsford.gov.uk / referral	2,500	2.28	00:01:38	58.60%	51.60%
yahoo / organic	2,049	3.07	00:02:24	45.53%	37.58%
halftermdates.co.uk / referral	1,983	1.15	00:00:21	76.60%	90.52%
search / organic	1,785	3.23	00:02:33	51.09%	33.50%
colchester.gov.uk / referral	1,718	3.33	00:02:14	58.85%	17.69%

1 - 10 of 1,307