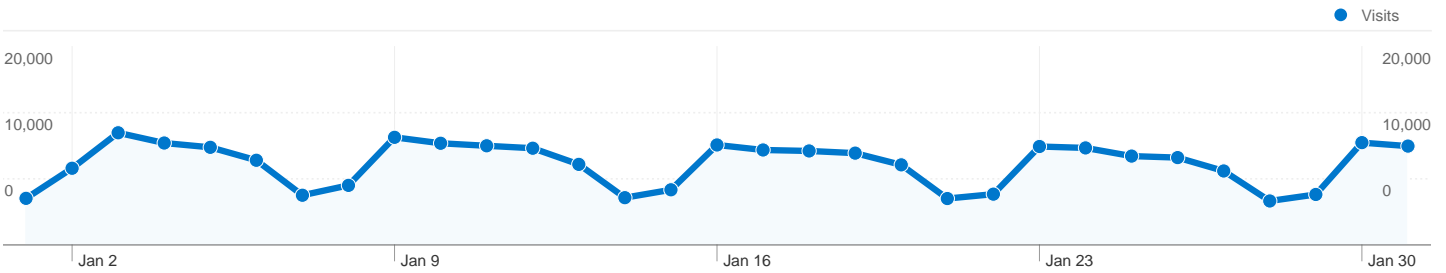


# Essex County Council Monthly website report

January 2012





**Site Usage**

**253,708** Visits

**46.95%** Bounce Rate

**691,777** Pageviews

**00:02:18** Avg. Time on Site

**2.73** Pages/Visit

**51.47%** % New Visits

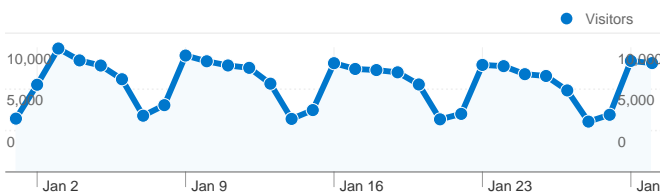
**Top Landing Pages**

Page	Entrances	% visits
/Pages/Default.aspx	66,534	26.22%
/Education-Schools/Adult-	15,820	6.24%
/education-	14,898	5.87%
/Libraries-	11,472	4.52%
/Your-Council/Pages/Jobs-at-	10,595	4.18%

**Top Content**

Page	Pageviews	% visits
/Pages/Default.aspx	90,763	13.12%
/Your-Council/Pages/Jobs-at-	28,300	4.09%
/Education-Schools/Adult-	24,770	3.58%
/education-	16,274	2.35%
/Education-	15,471	2.24%

**Visitors Overview**



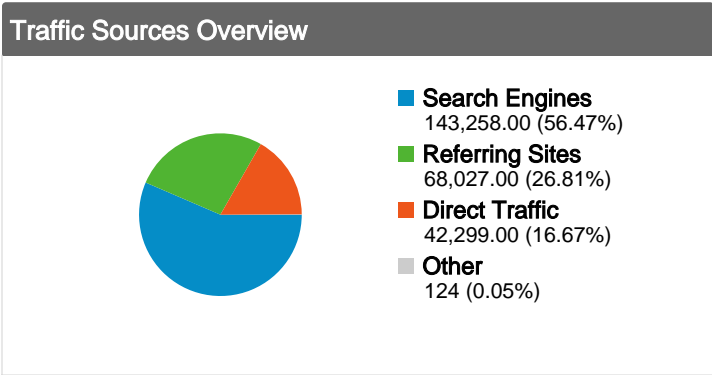
**Visitors**  
**178,054**

**Site Search Terms**

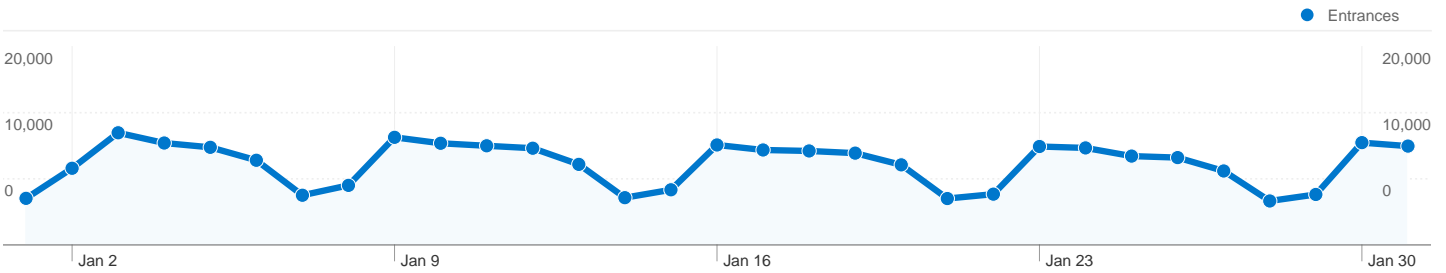
Search Term	Total Unique Searches	% visits
school holidays	181	0.57%
blue badge	164	0.52%
term dates	158	0.50%
jobs	146	0.46%
housing	145	0.46%

Keywords		
Keyword	Visits	% visits
essex county council	25,271	17.64%
essex libraries	4,847	3.38%
essex school holidays	2,552	1.78%
essex county council jobs	2,469	1.72%
essex library	1,603	1.12%

Referring Sites		
Source	Visits	% visits
local.direct.gov.uk	5,420	22.67%
chelmsford.gov.uk	3,143	13.14%
colchester.gov.uk	2,147	8.98%
basildon.gov.uk	2,112	8.83%
tendringdc.gov.uk	1,666	6.97%



All Traffic Sources		
Source/Medium	Visits	% visits
google / organic	125,057	49.29%
(direct) / (none)	42,299	16.67%
bing / organic	8,710	3.43%
halftermdates.co.uk / referral	6,411	2.53%
local.direct.gov.uk / referral	5,420	2.14%

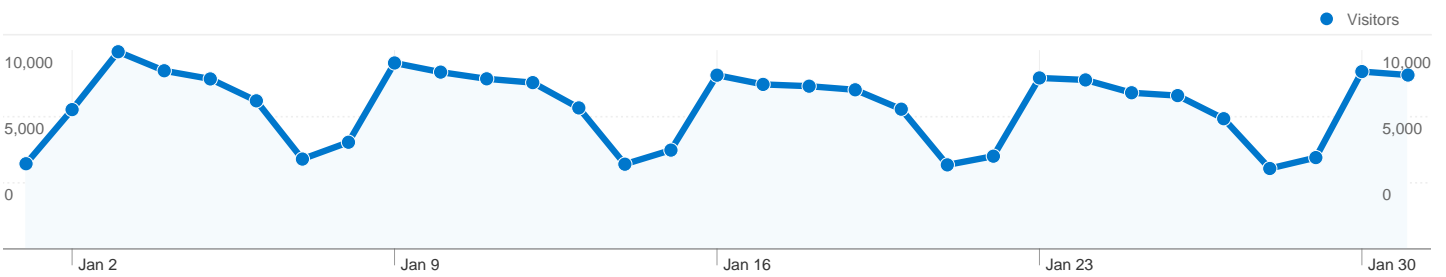


253,706 visits entered the site through 2,450 pages

Landing Pages

Page	Entrances	Bounces	Bounce Rate
<b>Entrances</b> <b>253,706</b> % of Site Total: 100.00%	<b>Bounces</b> <b>119,121</b> % of Site Total: 100.00%	<b>Bounce Rate</b> <b>46.95%</b> Site Avg: 46.95% (0.00%)	
Page	Entrances	Bounces	Bounce Rate
/Pages/Default.aspx	66,534	18,328	27.55%
/Education-Schools/Adult-Learning/Pages/Adult-Learning.aspx	15,820	3,996	25.26%
/education-schools/schools/dates/pages/term-times,-holidays-and-exams.aspx	14,898	12,912	86.67%
/Libraries-Archives/Libraries/Pages/Essex-Libraries.aspx	11,472	5,506	48.00%
/Your-Council/Pages/Jobs-at-the-Council.aspx	10,595	7,623	71.95%
/Education-Schools/Schools/Dates/Pages/Term-Times,-Holidays-and-Exams.aspx	9,485	8,467	89.27%
/Education-Schools/Schools/Admissions/Pages/Admissions.aspx	6,537	1,124	17.19%
/Business-Partners/Partners/Schools/Essex-Grid-Learning/Pages/Default.aspx	3,942	2,301	58.37%
/Environment Planning/Recycling-Waste/Recycling-Centres/Pages/Default.aspx	3,527	286	8.11%
/education-schools/Pages/Default.aspx	3,498	238	6.80%

1 - 10 of 2,450



## 178,054 people visited this site

253,708 Visits

178,054 Absolute Unique Visitors

691,777 Pageviews

2.73 Average Pageviews

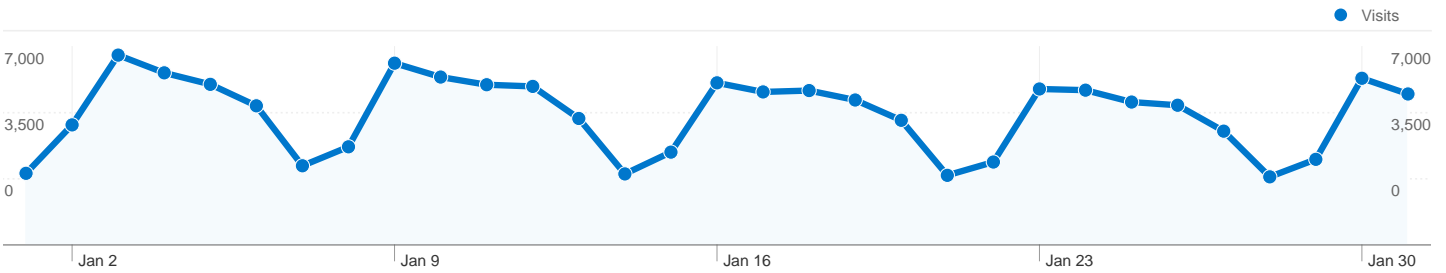
00:02:18 Time on Site

46.95% Bounce Rate

51.47% New Visits

## Technical Profile

Browser	Visits	% visits
Internet Explorer	156,851	61.82%
Safari	32,665	12.88%
Chrome	31,232	12.31%
Firefox	24,807	9.78%
Android Browser	4,316	1.70%

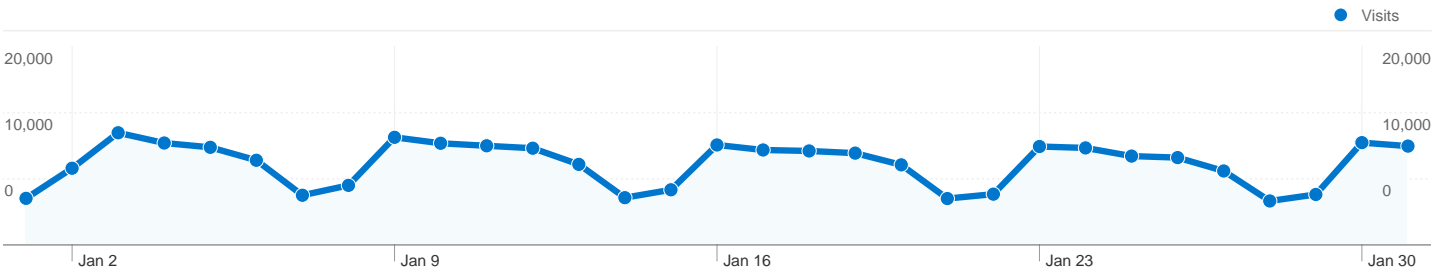


## Search sent 143,258 total visits via 37,611 keywords




### Site Usage

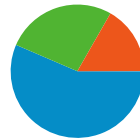
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>143,258</b> % of Site Total: 56.47%	<b>2.78</b> Site Avg: 2.73 (2.14%)	<b>00:02:04</b> Site Avg: 00:02:18 (-10.13%)	<b>49.54%</b> Site Avg: 51.47% (-3.75%)	<b>46.53%</b> Site Avg: 46.95% (-0.90%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
essex county council	25,271	3.93	00:02:47	46.34%	25.59%
essex libraries	4,847	2.33	00:01:55	36.33%	51.76%
essex school holidays	2,552	1.44	00:00:47	48.71%	80.05%
essex county council jobs	2,469	1.85	00:01:00	44.59%	63.87%
essex library	1,603	2.17	00:01:33	38.37%	54.59%
essex council	1,600	3.46	00:02:11	59.69%	30.50%
essex	1,337	3.60	00:02:09	59.69%	25.88%
www.essex.gov.uk/admissions	1,001	3.30	00:03:54	43.26%	23.68%
(not provided)	924	2.97	00:02:39	57.47%	48.70%
adult community learning	808	3.12	00:02:54	37.13%	28.22%

1 - 10 of 37,611



**All traffic sources sent a total of 253,708 visits**

-  **16.67%** Direct Traffic
-  **26.81%** Referring Sites
-  **56.47%** Search Engines

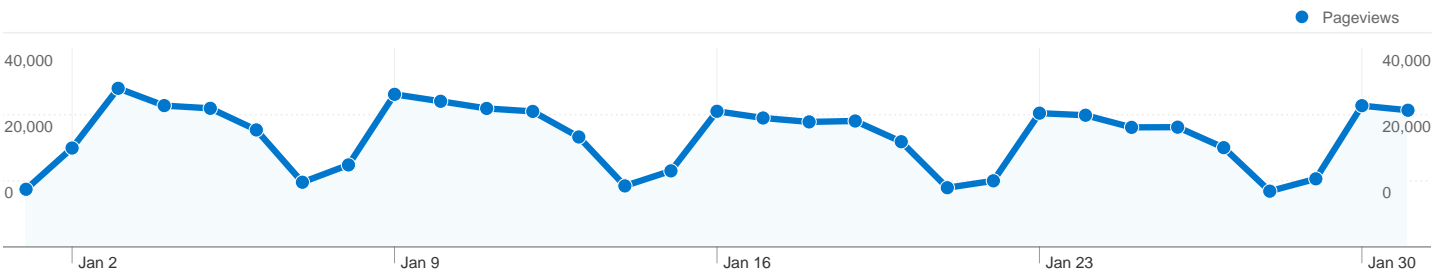


- **Search Engines**  
143,258.00 (56.47%)
- **Referring Sites**  
68,027.00 (26.81%)
- **Direct Traffic**  
42,299.00 (16.67%)
- **Other**  
124 (0.05%)

## Top Traffic Sources

Sources	Visits	% visits
google (organic)	125,057	49.29%
(direct) ((none))	42,299	16.67%
bing (organic)	8,710	3.43%
halftermdates.co.uk (referral)	6,411	2.53%
local.direct.gov.uk (referral)	5,420	2.14%

Keywords	Visits	% visits
essex county council	25,271	17.64%
essex libraries	4,847	3.38%
essex school holidays	2,552	1.78%
essex county council jobs	2,469	1.72%
essex library	1,603	1.12%

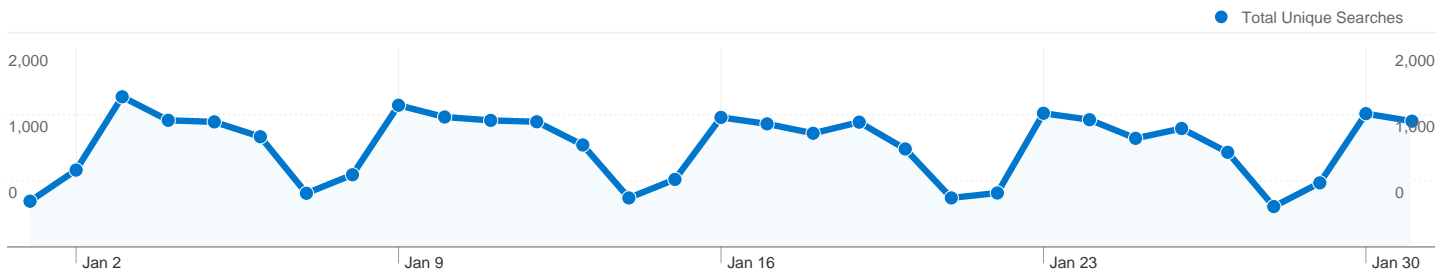


**25,894 pages were viewed a total of 691,777 times**

**Content Performance**

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
<b>691,777</b> % of Site Total: 100.00%	<b>556,927</b> % of Site Total: 100.00%	<b>00:01:20</b> Site Avg: 00:01:20 (0.00%)	<b>46.95%</b> Site Avg: 46.95% (0.00%)	<b>36.67%</b> Site Avg: 36.67% (0.00%)	<b>UK£0.06</b> Site Avg: UK£0.02 (199.88%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/Pages/Default.aspx	<b>90,763</b>	72,015	00:01:06	27.55%	28.93%	UK£0.05
/Your-Council/Pages/Jobs-at-the-Council.aspx	<b>28,300</b>	22,903	00:02:28	71.95%	68.67%	UK£0.00
/Education-Schools/Adult-Learning/Pages/Adult-Learning.aspx	<b>24,770</b>	17,344	00:01:04	25.26%	27.82%	UK£0.00
/education-schools/schools/dates/pages/term-times,-holidays-and-exams.aspx	<b>16,274</b>	15,052	00:02:54	86.67%	86.06%	UK£0.00
/Education-Schools/Schools/Dates/Pages/Term-Times,-Holidays-and-Exams.aspx	<b>15,471</b>	14,004	00:03:15	89.27%	84.36%	UK£0.00
/Libraries-Archives/Libraries/Pages/Essex-Libraries.aspx	<b>15,349</b>	12,848	00:01:24	48.00%	44.93%	UK£0.00
/Pages/Contact-us.aspx	<b>12,935</b>	11,240	00:01:42	62.58%	52.61%	UK£0.01
/Education-Schools/Adult-Learning/Pages/Course-search.aspx	<b>11,631</b>	8,923	00:02:22	51.95%	43.43%	UK£0.00
/Education-Schools/Schools/Admissions/Pages/Admissions.aspx	<b>11,483</b>	8,891	00:00:57	17.19%	16.70%	UK£0.92
/Education-Schools/Pages/Default.aspx	<b>10,479</b>	8,597	00:00:25	19.81%	8.68%	UK£0.06

1 - 10 of 25,894

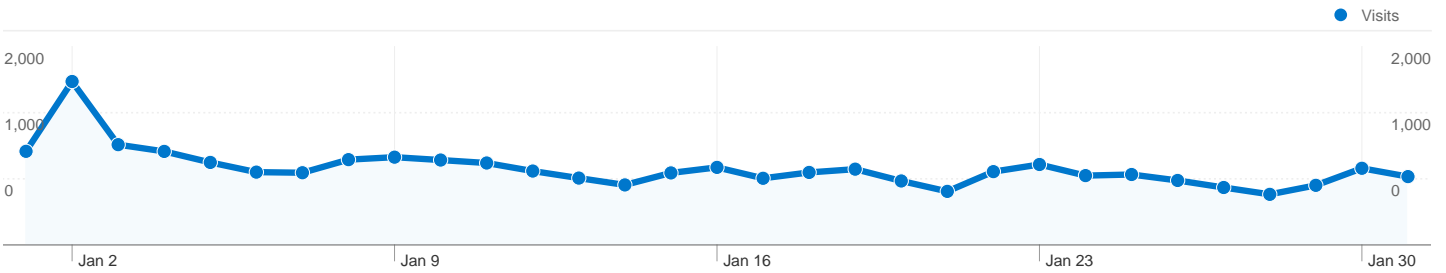


There were 31,664 unique searches via 19,214 search terms

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> <b>Total Unique Searches</b>  <b>31,664</b>                      % of Site Total:                      100.00%                 </td> <td> <b>Results Pageviews/Search</b>  <b>1.26</b>                      Site Avg:                      1.26 (0.00%)                 </td> <td> <b>% Search Exits</b>  <b>16.21%</b>                      Site Avg:                      16.21% (0.00%)                 </td> <td> <b>% Search Refinements</b>  <b>25.79%</b>                      Site Avg:                      25.79% (0.00%)                 </td> <td> <b>Time after Search</b>  <b>00:02:19</b>                      Site Avg:                      00:02:19 (0.00%)                 </td> <td> <b>Search Depth</b>  <b>1.97</b>                      Site Avg:                      1.97 (0.00%)                 </td> </tr> </table>							<b>Total Unique Searches</b> <b>31,664</b> % of Site Total: 100.00%	<b>Results Pageviews/Search</b> <b>1.26</b> Site Avg: 1.26 (0.00%)	<b>% Search Exits</b> <b>16.21%</b> Site Avg: 16.21% (0.00%)	<b>% Search Refinements</b> <b>25.79%</b> Site Avg: 25.79% (0.00%)	<b>Time after Search</b> <b>00:02:19</b> Site Avg: 00:02:19 (0.00%)	<b>Search Depth</b> <b>1.97</b> Site Avg: 1.97 (0.00%)
<b>Total Unique Searches</b> <b>31,664</b> % of Site Total: 100.00%	<b>Results Pageviews/Search</b> <b>1.26</b> Site Avg: 1.26 (0.00%)	<b>% Search Exits</b> <b>16.21%</b> Site Avg: 16.21% (0.00%)	<b>% Search Refinements</b> <b>25.79%</b> Site Avg: 25.79% (0.00%)	<b>Time after Search</b> <b>00:02:19</b> Site Avg: 00:02:19 (0.00%)	<b>Search Depth</b> <b>1.97</b> Site Avg: 1.97 (0.00%)							
school holidays	181	1.15	6.08%	8.61%	00:00:47	1.33						
blue badge	164	1.13	2.44%	4.86%	00:02:31	2.09						
term dates	158	1.08	3.80%	7.02%	00:01:29	1.66						
jobs	146	1.17	5.48%	9.94%	00:02:46	1.90						
housing	145	1.23	30.34%	19.66%	00:00:58	1.32						
free school meals	142	1.25	8.45%	6.21%	00:05:24	2.77						
highways	126	1.27	10.32%	15.62%	00:02:38	2.78						
bus pass	104	1.25	5.77%	11.54%	00:02:26	1.72						
school term dates	88	1.12	1.14%	4.04%	00:01:36	1.70						
photography	72	1.29	13.89%	12.90%	00:03:00	2.24						

1 - 10 of 19,214



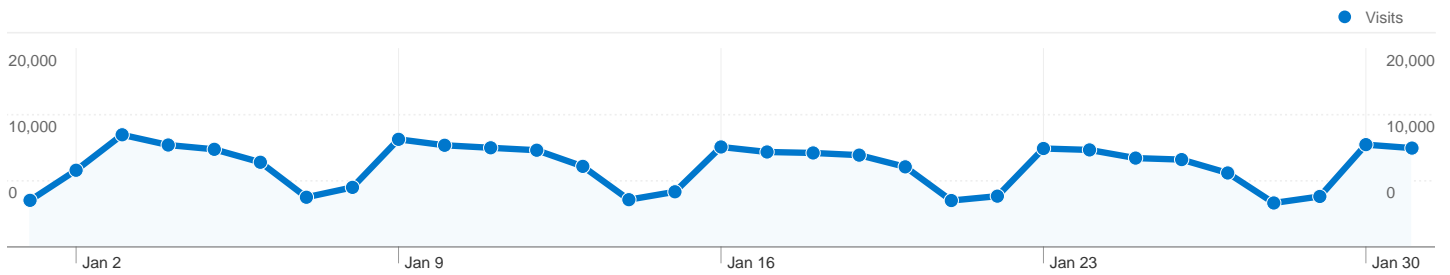
## Referring sites sent 23,912 visits via 90 sources

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	
<b>23,912</b> % of Site Total: 9.43%	<b>2.90</b> Site Avg: 2.73 (6.40%)	<b>00:02:15</b> Site Avg: 00:02:18 (-2.54%)	<b>58.96%</b> Site Avg: 51.47% (14.55%)	<b>39.76%</b> Site Avg: 46.95% (-15.32%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
local.direct.gov.uk	5,420	2.59	00:02:29	60.33%	53.49%
chelmsford.gov.uk	3,143	2.45	00:01:51	53.45%	48.49%
colchester.gov.uk	2,147	3.29	00:02:30	55.47%	21.75%
basildon.gov.uk	2,112	2.83	00:02:12	60.13%	46.02%
tendringdc.gov.uk	1,666	2.98	00:02:15	63.87%	36.07%
brentwood.gov.uk	1,528	3.24	00:02:24	59.69%	22.77%
eppingforestdc.gov.uk	1,505	3.45	00:02:27	60.40%	21.73%
braintree.gov.uk	1,262	3.58	00:02:45	56.74%	26.23%
castlepoint.gov.uk	694	3.01	00:01:53	54.18%	47.84%
harlow.gov.uk	660	2.92	00:01:36	60.76%	15.91%

1 - 10 of 90



## All traffic sources sent 253,708 visits via 1,692 sources and mediums

### Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>253,708</b> % of Site Total: 100.00%	<b>2.73</b> Site Avg: 2.73 (0.00%)	<b>00:02:18</b> Site Avg: 00:02:18 (0.00%)	<b>51.49%</b> Site Avg: 51.47% (0.05%)	<b>46.95%</b> Site Avg: 46.95% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	125,057	2.74	00:02:01	50.07%	47.63%
(direct) / (none)	42,299	2.34	00:02:55	61.68%	51.94%
bing / organic	8,710	3.03	00:02:22	43.54%	39.82%
halftermdates.co.uk / referral	6,411	1.17	00:00:27	76.99%	90.06%
local.direct.gov.uk / referral	5,420	2.59	00:02:29	60.33%	53.49%
i-net2 / referral	4,425	3.93	00:03:39	4.29%	22.01%
yahoo / organic	3,319	3.18	00:02:33	45.38%	38.63%
chelmsford.gov.uk / referral	3,143	2.45	00:01:51	53.45%	48.49%
search / organic	2,945	3.18	00:02:36	50.29%	37.52%
intranet / referral	2,217	3.42	00:04:22	1.67%	36.22%

1 - 10 of 1,692