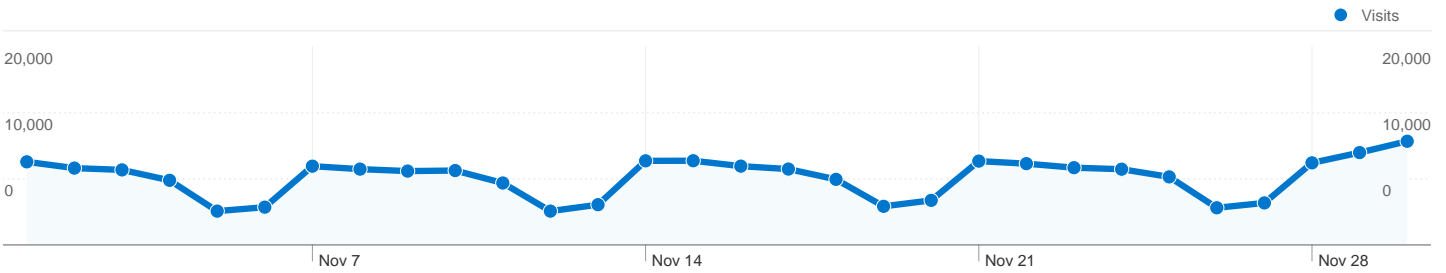


Essex County Council Monthly website report

November 2011





Site Usage

204,194 Visits

44.82% Bounce Rate

566,946 Pageviews

00:02:18 Avg. Time on Site

2.78 Pages/Visit

51.69% % New Visits

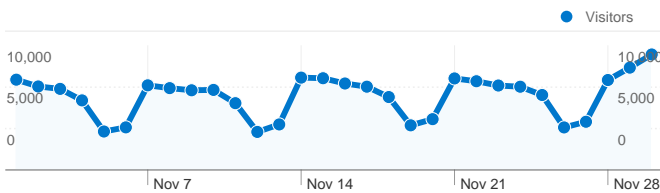
Top Landing Pages

Page	Entrances	% visits
/Pages/Default.aspx	68,938	33.76%
/Education-	9,121	4.47%
/Education-Schools/Adult-	8,637	4.23%
/Libraries-	7,461	3.65%
/Education-	7,257	3.55%

Top Content

Page	Pageviews	% visits
/Pages/Default.aspx	89,547	15.79%
/Your-Council/Pages/Jobs-at-	18,360	3.24%
/Libraries-	17,083	3.01%
/Education-Schools/Adult-	13,804	2.43%
/Education-	12,686	2.24%

Visitors Overview



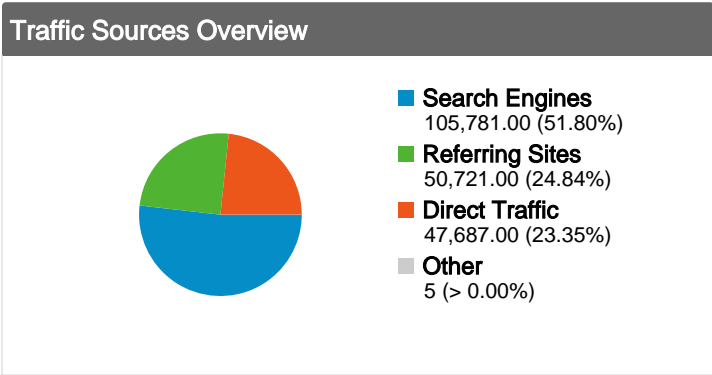
Visitors
142,536

Site Search Terms

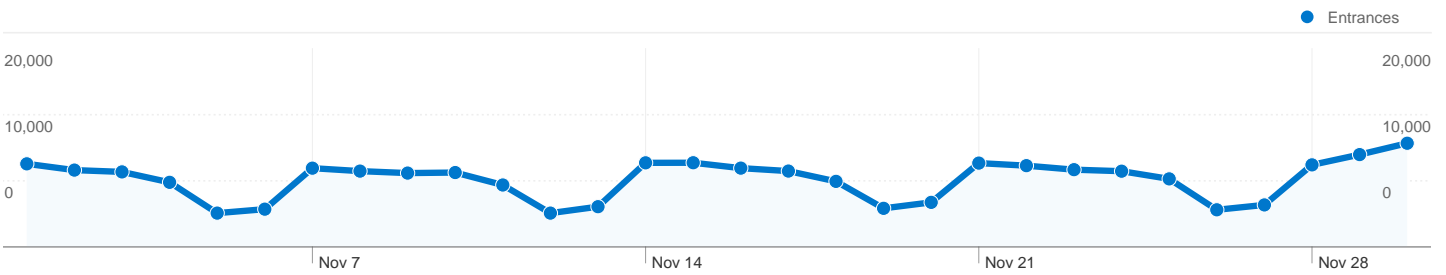
Search Term	Total Unique Searches	% visits
blue badge	144	0.55%
jobs	125	0.48%
free school meals	108	0.41%
bus pass	98	0.38%
housing	98	0.38%

Keywords		
Keyword	Visits	% visits
essex county council	19,877	18.79%
essex libraries	3,706	3.50%
www.essex.gov.uk/admissions	1,371	1.30%
essex	1,363	1.29%
essex library	1,287	1.22%

Referring Sites		
Source	Visits	% visits
local.direct.gov.uk	3,789	23.27%
chelmsford.gov.uk	2,419	14.85%
braintree.gov.uk	1,394	8.56%
basildon.gov.uk	1,385	8.50%
colchester.gov.uk	1,331	8.17%



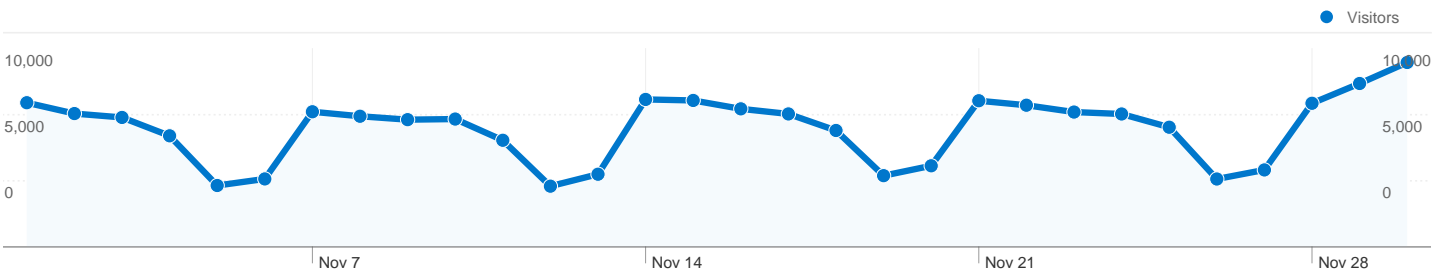
All Traffic Sources		
Source/Medium	Visits	% visits
google / organic	91,193	44.66%
(direct) / (none)	47,687	23.35%
bing / organic	7,107	3.48%
i-net2 / referral	4,129	2.02%
local.direct.gov.uk / referral	3,789	1.86%



204,194 visits entered the site through 2,103 pages

Landing Pages

Page	Entrances	Bounces	Bounce Rate
Entrances 204,194 % of Site Total: 100.00%	Bounces 91,524 % of Site Total: 100.00%	Bounce Rate 44.82% Site Avg: 44.82% (0.00%)	
Page	Entrances	Bounces	Bounce Rate
/Pages/Default.aspx	68,938	24,583	35.66%
/Education-Schools/Schools/Dates/Pages/Term-Times,- Holidays-and-Exams.aspx	9,121	8,088	88.67%
/Education-Schools/Adult-Learning/Pages/Adult- Learning.aspx	8,637	1,757	20.34%
/Libraries-Archives/libraries/Pages/Essex-Libraries.aspx	7,461	2,462	33.00%
/Education- Schools/Schools/Admissions/Pages/Admissions.aspx	7,257	1,032	14.22%
/Libraries-Archives/Libraries/Pages/Essex-Libraries.aspx	5,272	1,714	32.51%
/News/Pages/SCHOOL-CLOSURES-DUE-TO- STRIKE.aspx	3,947	3,080	78.03%
/Business-Partners/Partners/Schools/Essex-Grid- Learning/Pages/Default.aspx	3,792	2,336	61.60%
/Education-Schools/Schools/Learning/Childrens-support- services/Pages/CSS-Centre-Commonside.aspx	3,383	2,344	69.29%
/Education-Schools/Schools/Learning/Childrens-support- services/Pages/CSS-Langdon-Hills.aspx	3,322	2,309	69.51%
1 - 10 of 2,103			



142,536 people visited this site

204,194 Visits

142,536 Absolute Unique Visitors

566,946 Pageviews

2.78 Average Pageviews

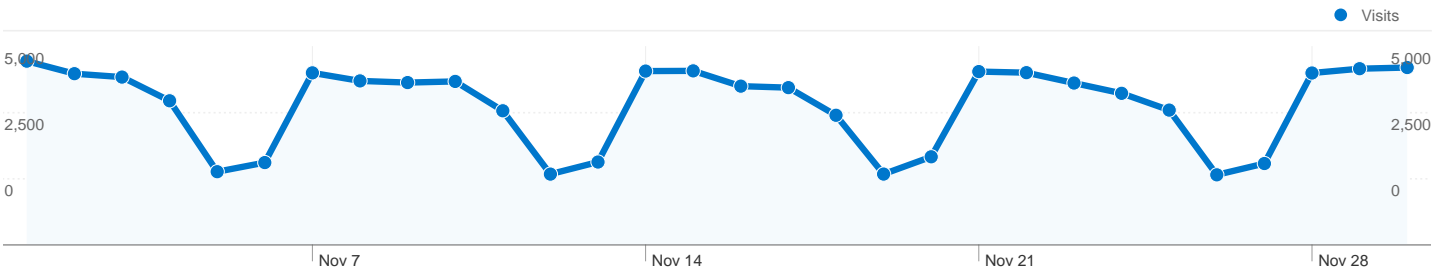
00:02:18 Time on Site

44.82% Bounce Rate

51.69% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	125,661	61.54%
Firefox	30,987	15.18%
Chrome	22,671	11.10%
Safari	19,641	9.62%
Android Browser	2,545	1.25%

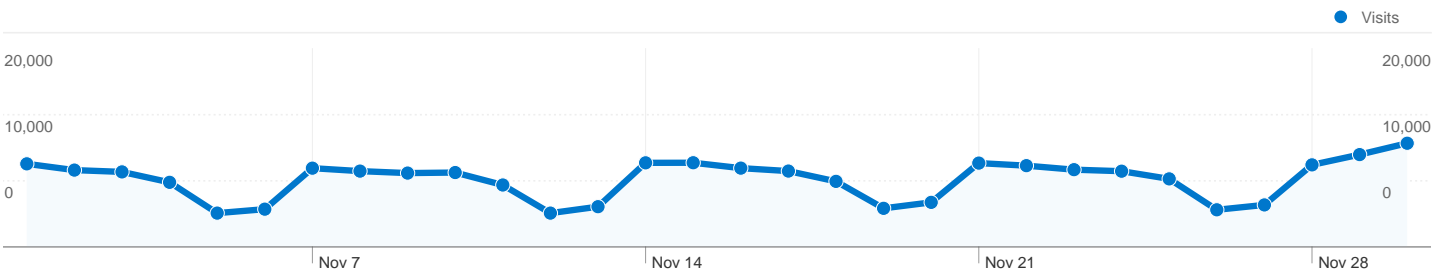


Search sent 105,781 total visits via 29,398 keywords




Site Usage

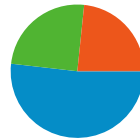
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
105,781 % of Site Total: 51.80%	2.98 Site Avg: 2.78 (7.37%)	00:02:14 Site Avg: 00:02:18 (-2.79%)	48.36% Site Avg: 51.69% (-6.46%)	39.56% Site Avg: 44.82% (-11.73%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
essex county council	19,877	4.00	00:02:48	45.66%	18.35%
essex libraries	3,706	2.74	00:01:48	35.16%	36.70%
www.essex.gov.uk/admissions	1,371	3.63	00:04:23	48.29%	12.69%
essex	1,363	3.20	00:02:10	60.97%	31.69%
essex library	1,287	2.42	00:01:29	39.47%	41.03%
essex council	1,281	3.96	00:02:23	61.44%	18.42%
essex school holidays	974	1.44	00:00:34	50.21%	83.06%
essex county council jobs	773	2.62	00:01:31	46.05%	19.53%
essex+county+council	757	4.13	00:03:11	46.50%	20.48%
essex record office	729	3.49	00:02:33	42.66%	24.55%

1 - 10 of 29,398



All traffic sources sent a total of 204,194 visits

-  **23.35%** Direct Traffic
-  **24.84%** Referring Sites
-  **51.80%** Search Engines

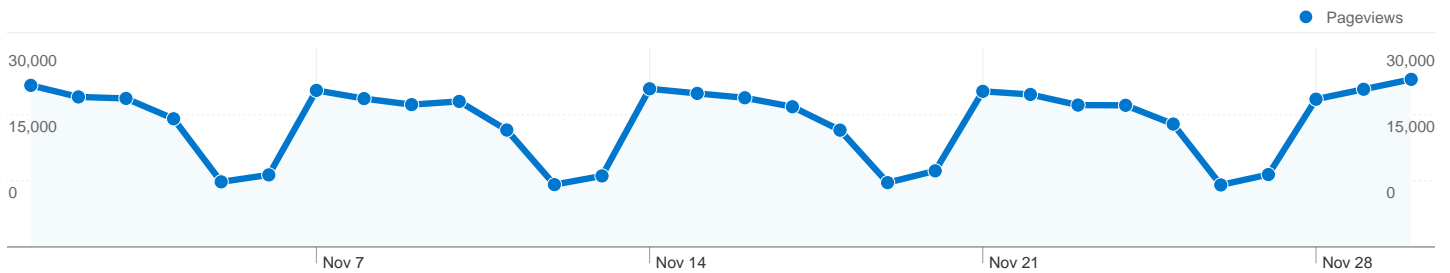


- **Search Engines**
105,781.00 (51.80%)
- **Referring Sites**
50,721.00 (24.84%)
- **Direct Traffic**
47,687.00 (23.35%)
- **Other**
5 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	91,193	44.66%
(direct) ((none))	47,687	23.35%
bing (organic)	7,107	3.48%
i-net2 (referral)	4,129	2.02%
local.direct.gov.uk (referral)	3,789	1.86%

Keywords	Visits	% visits
essex county council	19,877	18.79%
essex libraries	3,706	3.50%
www.essex.gov.uk/admissions	1,371	1.30%
essex	1,363	1.29%
essex library	1,287	1.22%

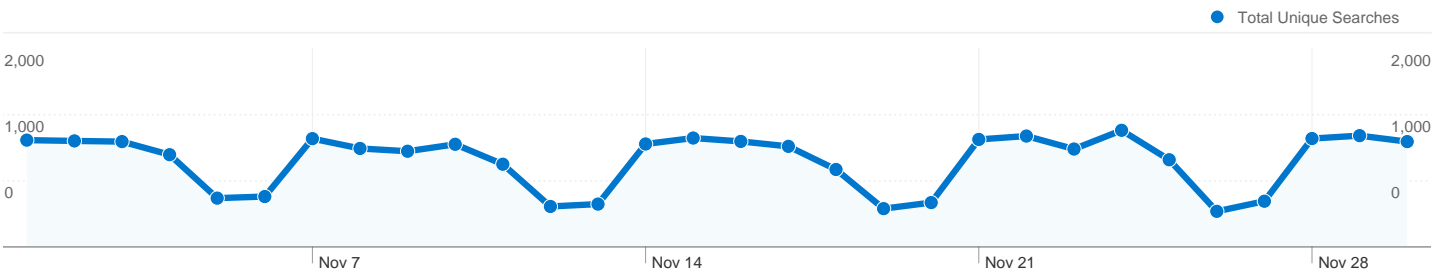


21,894 pages were viewed a total of 566,946 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
566,946 % of Site Total: 100.00%	456,120 % of Site Total: 100.00%	00:01:18 Site Avg: 00:01:18 (0.00%)	44.82% Site Avg: 44.82% (0.00%)	36.02% Site Avg: 36.02% (0.00%)	UK£0.08 Site Avg: UK£0.03 (222.70%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/Pages/Default.aspx	89,547	73,426	00:00:53	35.66%	34.80%	UK£0.04
/Your-Council/Pages/Jobs-at-the-Council.aspx	18,360	15,297	00:02:42	74.33%	68.52%	UK£0.00
/Libraries-Archives/libraries/Pages/Essex-Libraries.aspx	17,083	14,034	00:01:00	33.00%	38.33%	UK£0.00
/Education-Schools/Adult-Learning/Pages/Adult-Learning.aspx	13,804	9,649	00:00:53	20.34%	22.98%	UK£0.00
/Education-Schools/Schools/Admissions/Pages/Admissions.aspx	12,686	9,823	00:00:51	14.22%	13.31%	UK£0.96
/Education-Schools/Schools/Dates/Pages/Term-Times,-Holidays-and-Exams.aspx	11,904	10,734	00:02:47	88.67%	85.92%	UK£0.00
/Education-Schools/Pages/Default.aspx	11,796	9,325	00:00:29	11.54%	9.86%	UK£0.09
/Pages/Contact-us.aspx	11,308	9,801	00:01:43	61.02%	53.92%	UK£0.01
/Libraries-Archives/libraries/Reserve-renew-return-items/Pages/Default.aspx	7,914	7,069	00:03:28	79.16%	77.82%	UK£0.00
/Libraries-Archives/Libraries/Pages/Essex-Libraries.aspx	7,726	6,343	00:00:54	32.51%	30.05%	UK£0.00

1 - 10 of 21,894

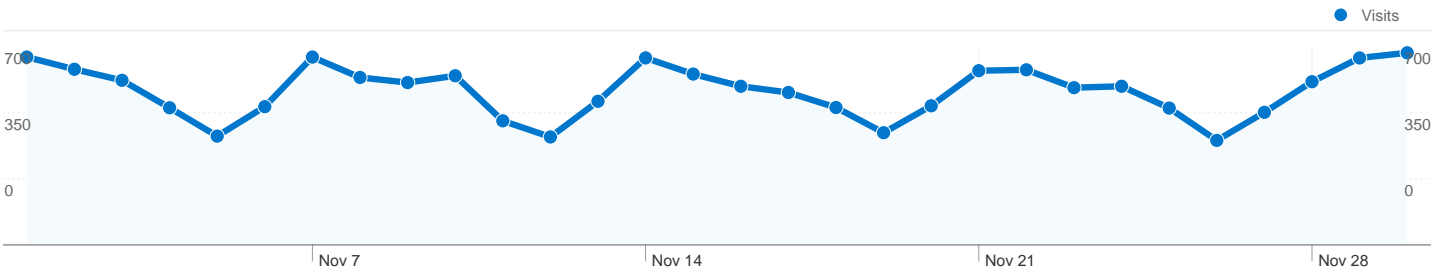


There were 26,066 unique searches via 16,278 search terms

Site Search Usage

Search Term	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
Total Unique Searches 26,066 % of Site Total: 100.00%						
Results Pageviews/Search 1.27 Site Avg: 1.27 (0.00%)						
% Search Exits 17.06% Site Avg: 17.06% (0.00%)						
% Search Refinements 26.71% Site Avg: 26.71% (0.00%)						
Time after Search 00:02:20 Site Avg: 00:02:20 (0.00%)						
Search Depth 1.94 Site Avg: 1.94 (0.00%)						
blue badge	144	1.24	0.69%	5.03%	00:03:13	2.62
jobs	125	1.23	5.60%	3.90%	00:01:37	1.82
free school meals	108	1.28	2.78%	7.97%	00:06:07	2.69
bus pass	98	1.20	7.14%	10.17%	00:01:46	1.40
housing	98	1.28	30.61%	20.00%	00:01:57	1.99
sadlers farm	87	1.29	6.90%	3.57%	00:02:07	1.59
trading standards	81	1.21	9.88%	8.16%	00:02:47	1.98
epayroll	78	1.08	28.21%	26.19%	00:01:26	1.33
term dates	71	1.27	5.63%	4.44%	00:00:53	1.54
elan	68	1.09	4.41%	10.81%	00:01:44	1.97

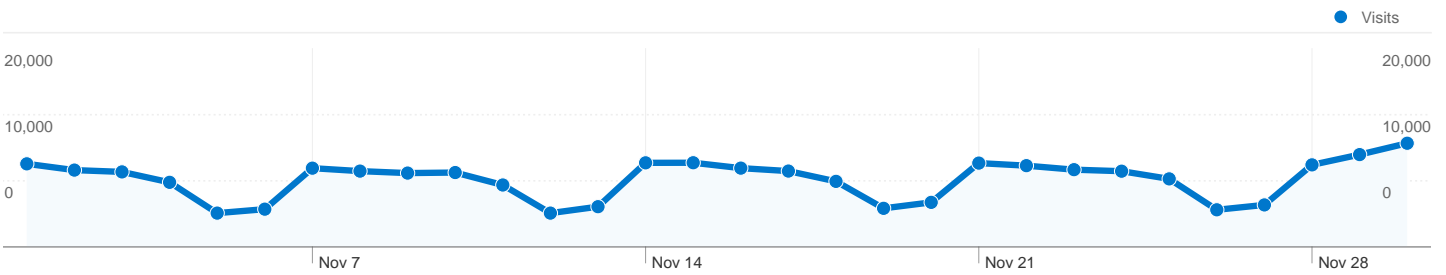
1 - 10 of 16,278



Referring sites sent 16,285 visits via 79 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	
16,285 % of Site Total: 7.98%	3.01 Site Avg: 2.78 (8.51%)	00:02:23 Site Avg: 00:02:18 (3.80%)		57.48% Site Avg: 51.69% (11.20%)	37.20% Site Avg: 44.82% (-17.01%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
local.direct.gov.uk	3,789	2.90	00:02:38	59.65%	42.17%	
chelmsford.gov.uk	2,419	2.53	00:01:43	55.23%	42.62%	
braintree.gov.uk	1,394	3.15	00:02:20	52.30%	25.68%	
basildon.gov.uk	1,385	2.71	00:02:08	59.13%	43.39%	
colchester.gov.uk	1,331	3.63	00:03:04	50.11%	26.97%	
tendringdc.gov.uk	1,012	2.84	00:02:28	66.40%	45.16%	
brentwood.gov.uk	879	3.57	00:02:46	57.22%	19.91%	
eppingforestdc.gov.uk	756	3.53	00:02:46	58.86%	29.10%	
castlepoint.gov.uk	558	2.96	00:02:12	50.90%	49.28%	
harlow.gov.uk	335	2.56	00:01:30	52.54%	28.96%	
1 - 10 of 79						



All traffic sources sent 204,194 visits via 1,565 sources and mediums

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
204,194 % of Site Total: 100.00%	2.78 Site Avg: 2.78 (0.00%)	00:02:18 Site Avg: 00:02:18 (0.00%)	51.71% Site Avg: 51.69% (0.03%)	44.82% Site Avg: 44.82% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	91,193	2.93	00:02:10	48.96%	40.41%
(direct) / (none)	47,687	2.13	00:02:19	65.42%	59.33%
bing / organic	7,107	3.29	00:02:45	41.97%	36.18%
i-net2 / referral	4,129	3.93	00:03:40	5.18%	23.69%
local.direct.gov.uk / referral	3,789	2.90	00:02:38	59.65%	42.17%
yahoo / organic	2,839	3.29	00:02:39	45.09%	33.22%
chelmsford.gov.uk / referral	2,419	2.53	00:01:43	55.23%	42.62%
search / organic	2,336	3.39	00:02:42	47.73%	30.61%
intranet / referral	2,041	3.25	00:03:50	2.06%	39.64%
halftermdates.co.uk / referral	2,040	1.19	00:00:24	76.27%	90.98%

1 - 10 of 1,565