

**Site Usage**

**23,527** Visits

**45.34%** Bounce Rate

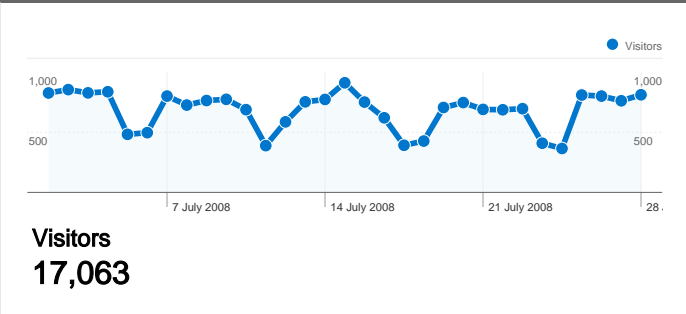
**73,906** Page Views

**00:02:13** Avg. Time on Site

**3.14** Pages/Visit

**56.68%** % New Visits

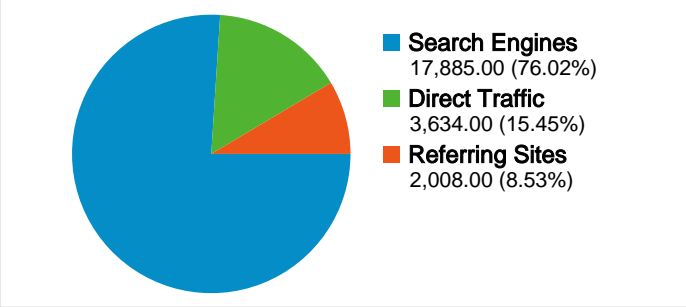
**Visitors Overview**



**Keywords**

Keyword	Visits	% visits
gosport borough council	2,511	14.04%
gosport council	1,732	9.68%
gosport	1,120	6.26%
gosport ice rink	298	1.67%
gosport festival	198	1.11%

**Traffic Sources Overview**



**Content by Title**

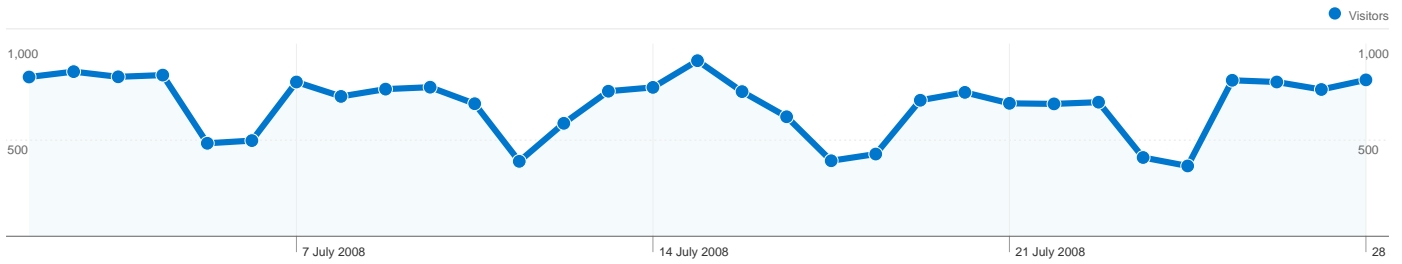
Page Title	Page Views	% visits
Gosport Borough Council -	14,454	19.56%
Gosport Borough Council -	3,302	4.47%
Gosport Borough Council -	3,192	4.32%
Gosport Borough Council -	2,538	3.43%
Gosport Borough Council -	1,358	1.84%

**Browsers**

Browser	Visits	% visits
Internet Explorer	20,573	87.44%
Firefox	2,370	10.07%
Safari	396	1.68%
Mozilla	84	0.36%
Opera	69	0.29%

**Search Engines**

Source	Visits	% visits
google	14,214	79.47%
yahoo	1,021	5.71%
live	750	4.19%
search	607	3.39%
aol	503	2.81%



**17,063 people visited this site**

**23,527 Visits**

**17,063 Absolute Unique Visitors**

**73,906 Page Views**

**3.14 Average Page Views**

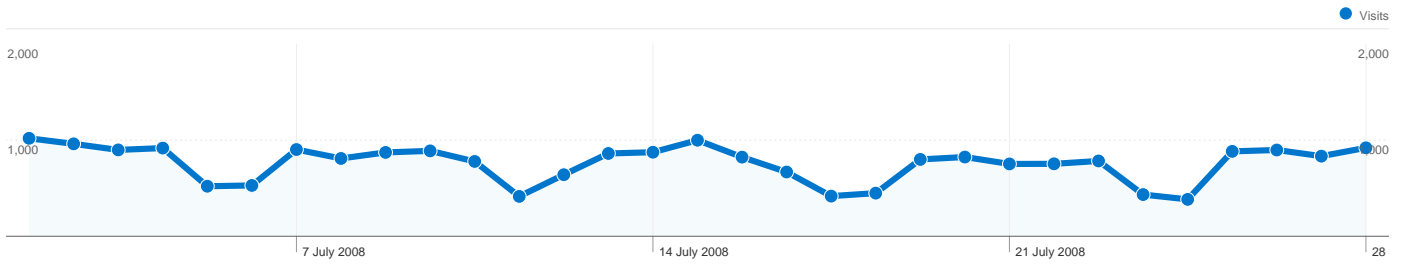
**00:02:13 Time on Site**

**45.34% Bounce Rate**




**56.71% New Visits**

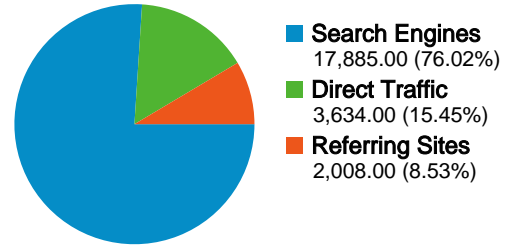
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	20,573	87.44%	DSL	9,103	38.69%
Firefox	2,370	10.07%	Cable	5,946	25.27%
Safari	396	1.68%	Unknown	5,790	24.61%
Mozilla	84	0.36%	T1	1,705	7.25%
Opera	69	0.29%	OC3	618	2.63%



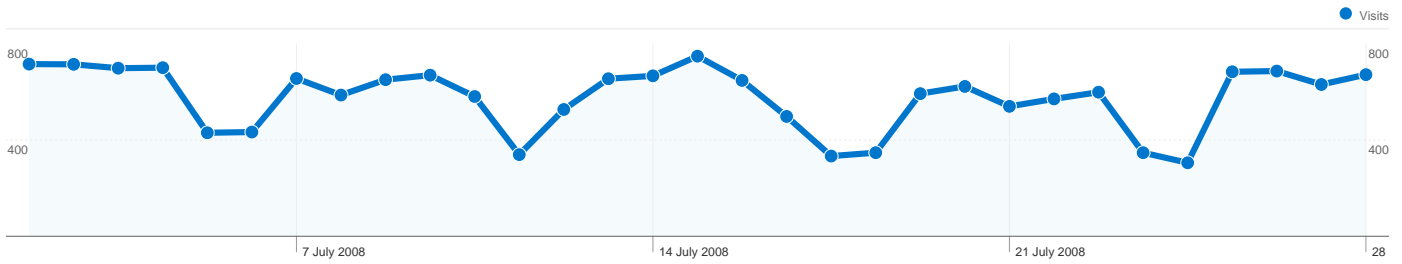
All traffic sources sent a total of 23,527 visits

-  **15.45%** Direct Traffic
-  **8.53%** Referring Sites
-  **76.02%** Search Engines



## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	14,214	60.42%	gosport borough council	2,511	14.04%
(direct) ((none))	3,634	15.45%	gosport council	1,732	9.68%
yahoo (organic)	1,021	4.34%	gosport	1,120	6.26%
live (organic)	750	3.19%	gosport ice rink	298	1.67%
search (organic)	607	2.58%	gosport festival	198	1.11%

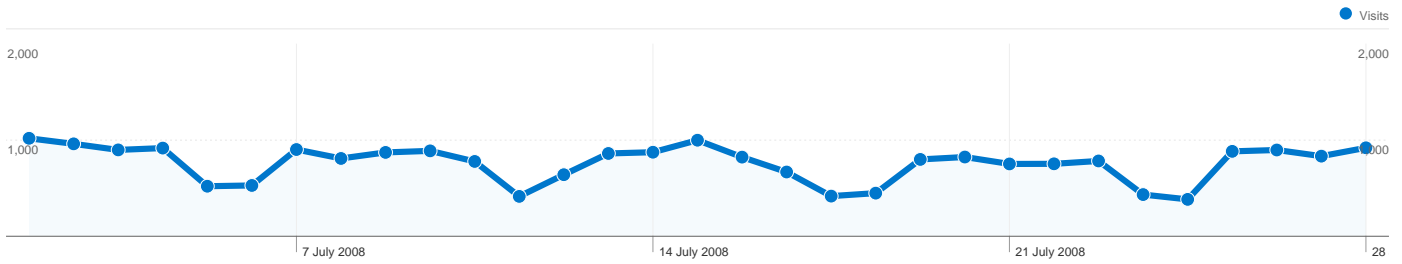


## Search sent 17,885 total visits via 7,444 keywords

### Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>17,885</b> % of Site Total: 76.02%	<b>3.09</b> Site Avg: 3.14 (-1.69%)	<b>00:02:10</b> Site Avg: 00:02:13 (-2.48%)	<b>59.47%</b> Site Avg: 56.68% (4.92%)	<b>46.89%</b> Site Avg: 45.34% (3.43%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
gosport borough council	2,511	4.17	00:03:18	39.71%	24.89%
gosport council	1,732	4.03	00:02:54	45.09%	27.71%
gosport	1,120	3.58	00:02:22	72.77%	45.98%
gosport ice rink	298	1.97	00:01:16	82.21%	54.03%
gosport festival	198	2.08	00:01:28	66.16%	60.61%
holbrook leisure centre	176	2.30	00:01:32	50.57%	39.77%
holbrook swimming pool	131	2.11	00:01:52	47.33%	64.12%
gosport music festival	130	2.16	00:01:59	71.54%	61.54%
www.gosport.gov.uk	110	4.47	00:02:54	37.27%	25.45%
gosport planning	90	2.38	00:02:28	33.33%	63.33%

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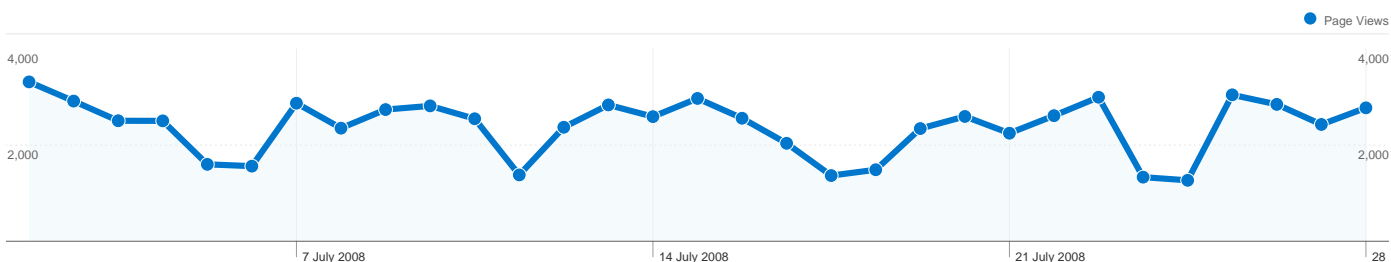


## 23,527 visits used 14 browsers

### Site Usage

<b>Visits</b> <b>23,527</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>3.14</b> Site Avg: 3.14 (0.00%)	<b>Avg. Time on Site</b> <b>00:02:13</b> Site Avg: 00:02:13 (0.00%)	<b>% New Visits</b> <b>56.71%</b> Site Avg: 56.68% (0.04%)	<b>Bounce Rate</b> <b>45.34%</b> Site Avg: 45.34% (0.00%)	
Browser	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer	20,573	3.15	00:02:14	54.52%	44.59%
Firefox	2,370	3.07	00:02:02	71.31%	48.19%
Safari	396	3.50	00:02:28	68.18%	53.03%
Mozilla	84	1.11	00:00:33	97.62%	95.24%
Opera	69	2.81	00:02:08	76.81%	57.97%
Konqueror	9	1.33	00:00:03	88.89%	77.78%
Playstation 3	9	2.44	00:00:41	55.56%	44.44%
Netscape	5	1.60	00:00:37	100.00%	60.00%
internal zero-knowledge agent	4	4.25	00:01:57	100.00%	50.00%
Playstation Portable	3	1.00	00:00:00	100.00%	100.00%

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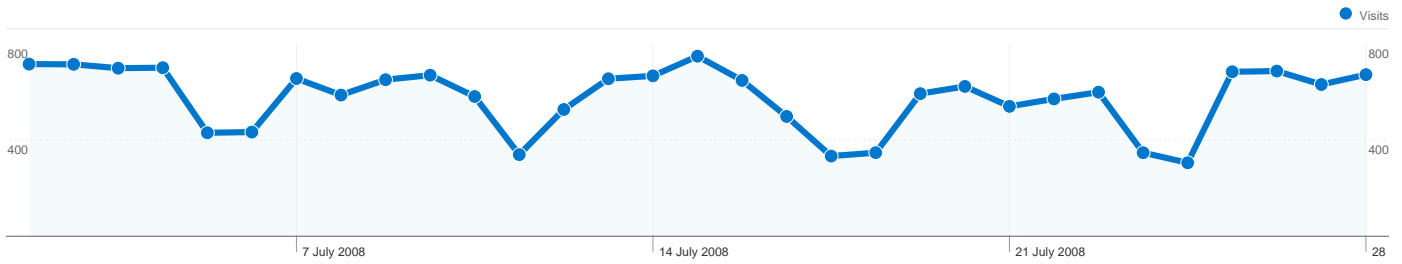
**1,515 page titles were viewed a total of 73,906 times**

**Content Performance**

<b>Page Views</b> <b>73,906</b> % of Site Total: <b>100.00%</b>	<b>Unique Page Views</b> <b>53,678</b> % of Site Total: <b>100.00%</b>	<b>Time on Page</b> <b>00:01:02</b> Site Avg: <b>00:01:02 (0.00%)</b>	<b>Bounce Rate</b> <b>45.34%</b> Site Avg: <b>45.34% (0.00%)</b>	<b>% Exit</b> <b>31.83%</b> Site Avg: <b>31.83% (0.00%)</b>	<b>\$ Index</b> <b>£0.00</b> Site Avg: <b>£0.00 (0.00%)</b>
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Page Title	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
Gosport Borough Council - Welcome to Gosport Borough Council	<b>14,454</b>	11,183	00:01:00	30.73%	32.74%	£0.00
Gosport Borough Council - Local Events	<b>3,302</b>	1,679	00:00:36	19.37%	13.96%	£0.00
Gosport Borough Council - Planning Section	<b>3,192</b>	2,556	00:01:50	65.65%	52.41%	£0.00
Gosport Borough Council - Job Vacancies	<b>2,538</b>	1,641	00:00:36	46.36%	41.96%	£0.00
Gosport Borough Council - Housing Services	<b>1,358</b>	918	00:00:57	53.77%	32.84%	£0.00
Gosport Borough Council - A-Z of Online Forms	<b>1,104</b>	780	00:00:29	24.62%	8.51%	£0.00
Gosport Borough Council - Holbrook Recreation Centre	<b>1,076</b>	782	00:00:43	33.08%	32.34%	£0.00
Gosport Borough Council - Online Payments	<b>949</b>	810	00:03:52	31.74%	30.03%	£0.00
Gosport Borough Council - 404 Error	<b>929</b>	415	00:00:20	32.01%	24.54%	£0.00
Gosport Borough Council - Gosport Ice Rink	<b>889</b>	614	00:01:02	58.54%	50.51%	£0.00

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**Search sent 17,885 total visits via 13 sources**

Site Usage

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google	14,214	3.00	00:02:04	60.64%	48.87%
yahoo	1,021	3.40	00:02:32	56.81%	39.18%
live	750	3.09	00:02:04	53.33%	37.07%
search	607	3.47	00:02:42	54.86%	39.21%
aol	503	3.74	00:03:12	53.08%	42.94%
msn	494	3.38	00:02:24	54.05%	39.68%
ask	260	3.79	00:02:24	56.92%	35.77%
altavista	14	2.43	00:01:07	71.43%	57.14%
lycos	8	2.00	00:00:20	25.00%	50.00%
alltheweb	7	4.86	00:09:18	57.14%	42.86%

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