

Site Usage

20,677 Visits

47.63% Bounce Rate

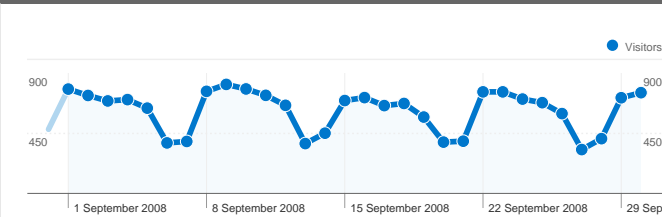
60,937 Page Views

00:02:06 Avg. Time on Site

2.95 Pages/Visit

59.42% % New Visits

Visitors Overview

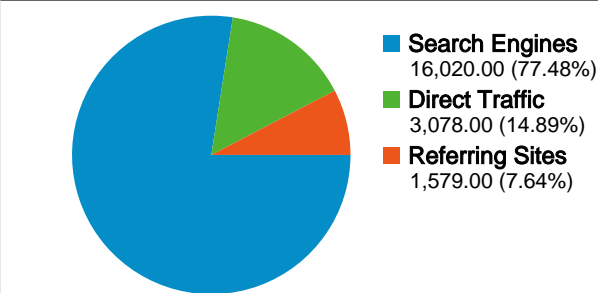


Visitors
15,635

Content by Title

Page Title	Page Views	% visits
Gosport Borough Council -	10,989	18.03%
Gosport Borough Council -	3,502	5.75%
Gosport Borough Council -	2,467	4.05%
Gosport Borough Council -	1,624	2.67%
Gosport Borough Council - A-	1,282	2.10%

Traffic Sources Overview



Keywords

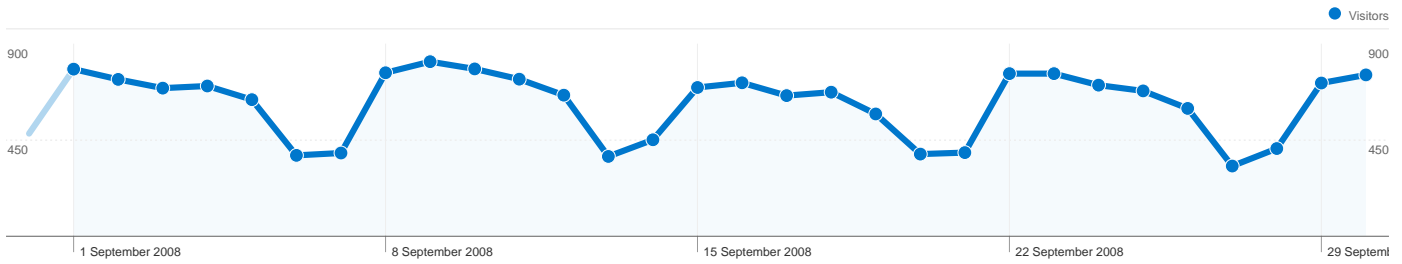
Keyword	Visits	% visits
gosport borough council	2,057	12.84%
gosport council	1,426	8.90%
gosport	793	4.95%
gosport ice rink	518	3.23%
holbrook leisure centre	177	1.10%

Browsers

Browser	Visits	% visits
Internet Explorer	17,933	86.73%
Firefox	2,156	10.43%
Safari	337	1.63%
Chrome	92	0.44%
Mozilla	86	0.42%

Search Engines

Source	Visits	% visits
google	13,118	81.89%
yahoo	838	5.23%
msn	579	3.61%
search	532	3.32%
live	383	2.39%



15,635 people visited this site

20,677 Visits

15,635 Absolute Unique Visitors

60,937 Page Views

2.95 Average Page Views

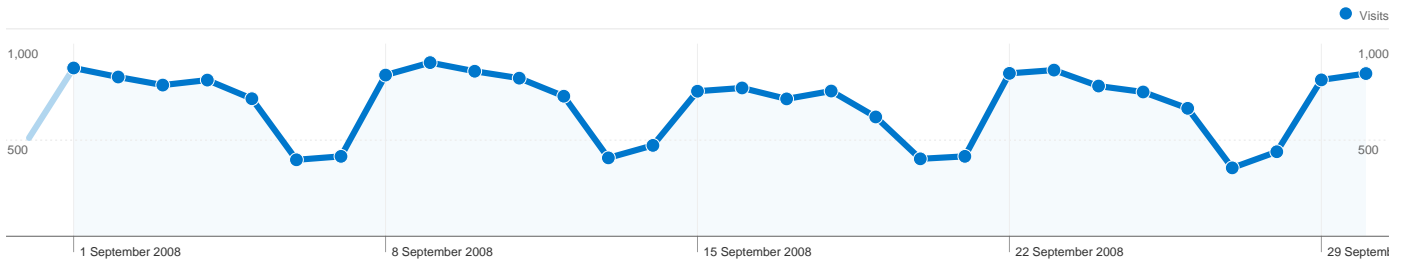
00:02:06 Time on Site

47.63% Bounce Rate




59.42% New Visits

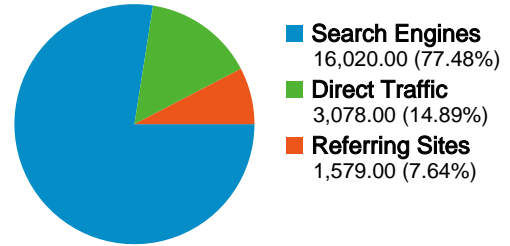
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	17,933	86.73%	DSL	8,357	40.42%
Firefox	2,156	10.43%	Cable	5,325	25.75%
Safari	337	1.63%	Unknown	4,554	22.02%
Chrome	92	0.44%	T1	1,750	8.46%
Mozilla	86	0.42%	OC3	400	1.93%



All traffic sources sent a total of 20,677 visits

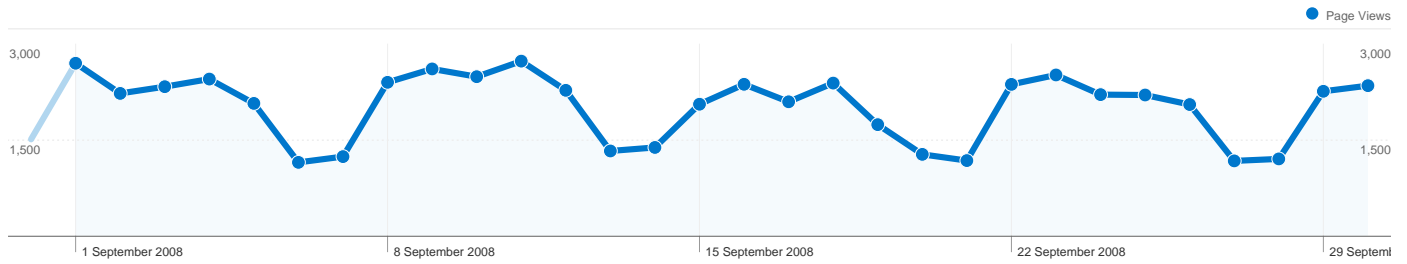
-  14.89% Direct Traffic
-  7.64% Referring Sites
-  77.48% Search Engines



Top Traffic Sources

Sources	Visits	% visits
google (organic)	13,118	63.44%
(direct) ((none))	3,078	14.89%
yahoo (organic)	838	4.05%
msn (organic)	579	2.80%
search (organic)	532	2.57%

Keywords	Visits	% visits
gosport borough council	2,057	12.84%
gosport council	1,426	8.90%
gosport	793	4.95%
gosport ice rink	518	3.23%
holbrook leisure centre	177	1.10%



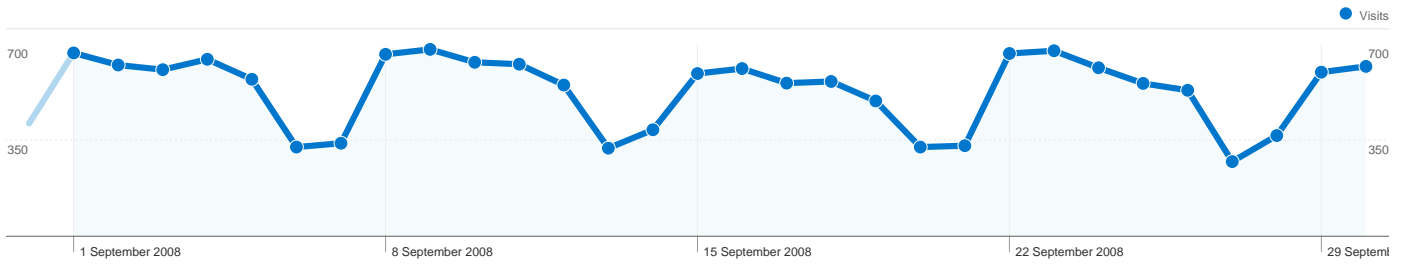
1,467 page titles were viewed a total of 60,937 times

Content Performance

Page Views 60,937 % of Site Total: 100.00%	Unique Page Views 44,457 % of Site Total: 100.00%	Time on Page 00:01:05 Site Avg: 00:01:05 (0.00%)	Bounce Rate 47.63% Site Avg: 47.63% (0.00%)	% Exit 33.93% Site Avg: 33.93% (0.00%)	\$ Index £0.00 Site Avg: £0.00 (0.00%)
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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	10,989	8,559	00:00:51	27.87%	29.96%	£0.00
Gosport Borough Council - Job Vacancies	3,502	2,497	00:00:48	45.70%	41.40%	£0.00
Gosport Borough Council - Planning Section	2,467	1,996	00:01:37	66.24%	52.78%	£0.00
Gosport Borough Council - Gosport Ice Rink	1,624	967	00:01:09	52.91%	50.43%	£0.00
Gosport Borough Council - A-Z of Online Forms	1,282	869	00:00:25	23.53%	7.57%	£0.00
Gosport Borough Council - Housing Services	1,234	844	00:01:19	49.18%	36.22%	£0.00
Gosport Borough Council - Holbrook Recreation Centre	1,088	694	00:00:53	35.88%	31.62%	£0.00
Gosport Borough Council - Local Events	1,002	487	00:00:41	23.84%	17.86%	£0.00
Gosport Borough Council - Fort Gilkicker	895	179	00:01:44	20.54%	17.09%	£0.00
Gosport Borough Council - Online Payments	877	773	00:03:48	30.12%	30.56%	£0.00

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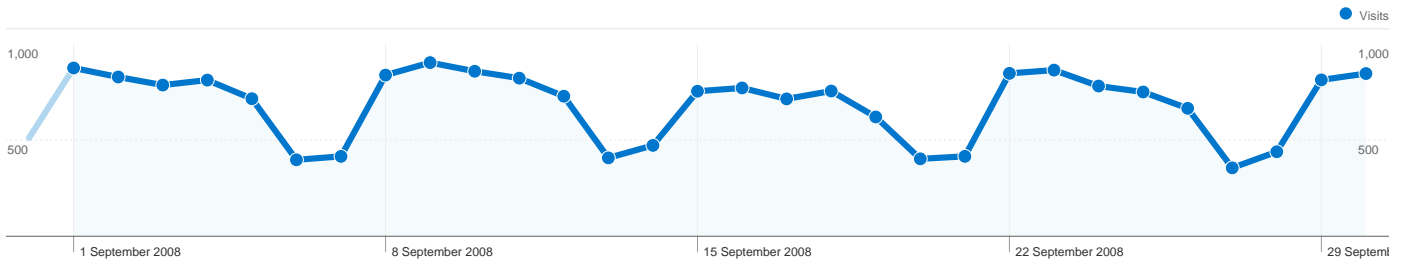


Search sent 16,020 total visits via 7,224 keywords

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
16,020 % of Site Total: 77.48%	2.88 Site Avg: 2.95 (-2.17%)	00:02:03 Site Avg: 00:02:06 (-2.28%)	61.49% Site Avg: 59.42% (3.49%)	49.81% Site Avg: 47.63% (4.57%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
gosport borough council	2,057	4.22	00:03:18	40.74%	24.21%
gosport council	1,426	4.05	00:03:00	42.08%	23.49%
gosport	793	3.23	00:02:00	71.63%	46.66%
gosport ice rink	518	2.02	00:01:14	81.66%	53.86%
holbrook leisure centre	177	2.87	00:01:49	55.37%	33.90%
housing	96	1.25	00:00:37	0.00%	89.58%
holbrook swimming pool	94	2.09	00:01:03	43.62%	67.02%
www.gosport.gov.uk	93	4.03	00:03:32	27.96%	24.73%
gosport borough	85	4.48	00:03:58	34.12%	20.00%
gosport bc	79	3.53	00:02:03	45.57%	30.38%

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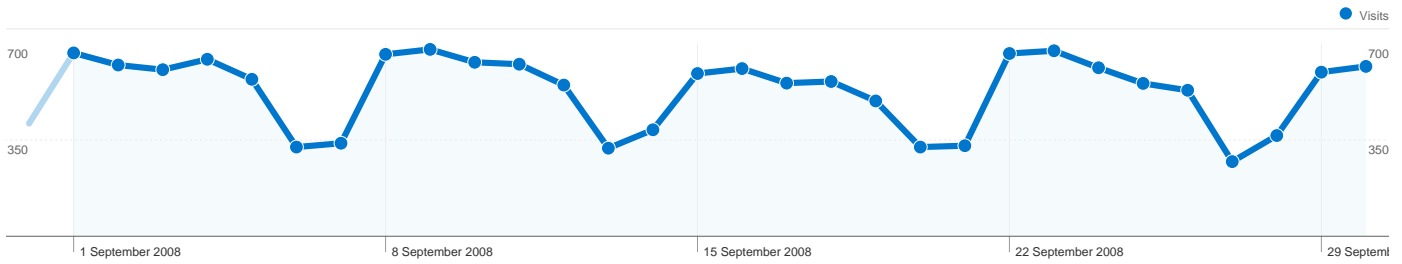


20,677 visits used 14 browsers

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
20,677 % of Site Total: 100.00%	2.95 Site Avg: 2.95 (0.00%)	00:02:06 Site Avg: 00:02:06 (0.00%)	59.45% Site Avg: 59.42% (0.05%)	47.63% Site Avg: 47.63% (0.00%)	
Browser	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer	17,933	3.00	00:02:08	56.93%	46.66%
Firefox	2,156	2.67	00:02:02	74.81%	51.58%
Safari	337	2.29	00:01:37	71.81%	57.86%
Chrome	92	2.78	00:01:42	88.04%	50.00%
Mozilla	86	1.19	00:00:19	96.51%	94.19%
Opera	47	2.47	00:03:13	85.11%	63.83%
Konqueror	6	1.00	00:00:00	100.00%	100.00%
SeaMonkey	5	1.40	00:00:56	80.00%	60.00%
Playstation 3	4	2.25	00:00:23	100.00%	25.00%
NetFront	3	2.33	00:02:33	66.67%	33.33%

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Search sent 16,020 total visits via 11 sources

Site Usage

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 16,020 % of Site Total: 77.48%	Pages/Visit 2.88 Site Avg: 2.95 (-2.17%)	Avg. Time on Site 00:02:03 Site Avg: 00:02:06 (-2.28%)	% New Visits 61.49% Site Avg: 59.42% (3.49%)	Bounce Rate 49.81% Site Avg: 47.63% (4.57%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google	13,118	2.79	00:01:55	62.89%	52.11%
yahoo	838	3.36	00:02:41	52.86%	37.95%
msn	579	3.07	00:02:19	54.06%	38.34%
search	532	3.48	00:03:00	54.14%	38.91%
live	383	3.30	00:02:17	64.23%	43.86%
aol	352	3.02	00:02:39	54.83%	41.76%
ask	206	3.54	00:02:52	52.91%	38.35%
altavista	7	4.86	00:04:42	57.14%	14.29%
alltheweb	3	2.67	00:01:00	100.00%	33.33%
onet	1	32.00	00:05:15	100.00%	0.00%

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