

Site Usage

843,776 Visits

26.35% Bounce Rate

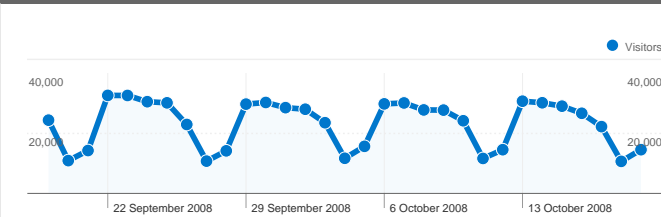
8,500,581 Page Views

00:05:40 Avg. Time on Site

10.07 Pages/Visit

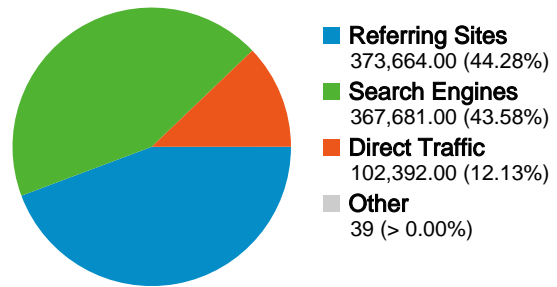
46.54% % New Visits

Visitors Overview

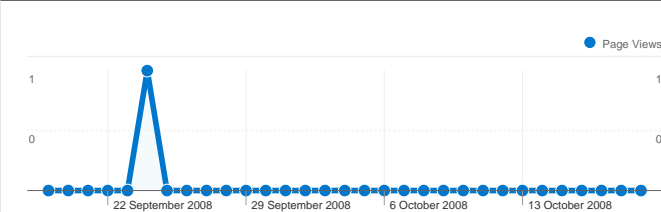


Visitors
553,381

Traffic Sources Overview



Content by Title Detail: History in the balance



Page Views
1

Content by Title

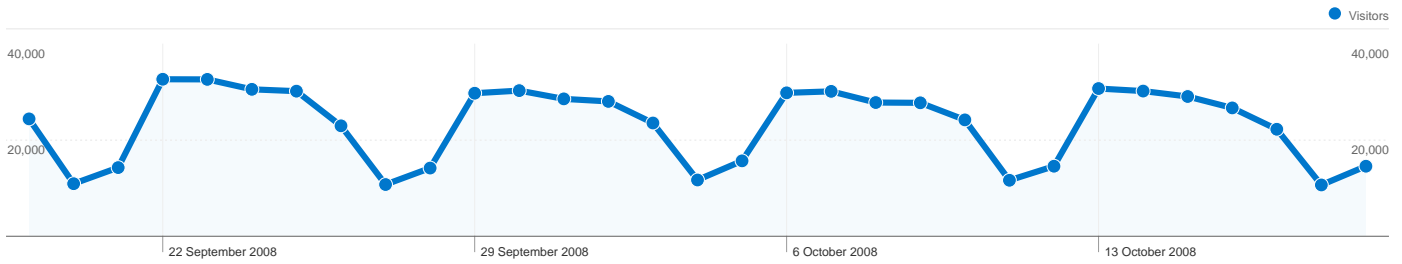
Page Title	Page Views	% visits
Parents and carers / About us	28,534	17.57%
Contact us / About us / Ofsted	17,956	11.06%
About us / Ofsted home /	17,195	10.59%
Current Vacancies / Working	16,898	10.41%
Working for Ofsted / About us /	9,661	5.95%

Content by Title

Page Title	Page Views	% visits
Forms and guidance / Ofsted	98,606	22.28%
Title (A to Z) / Browse all	69,145	15.62%
Schools / Education and skills	26,159	5.91%
Childcare / Care and local	21,123	4.77%
Early Years Foundation Stage	15,534	3.51%

Content Overview

Pages	Page Views	% Page Views
(other)	1,474,356	19.44%
/oxcare_providers/list	500,940	6.60%
/	377,990	4.98%
/oxedu_providers/list_provider	134,508	1.77%
/oxcare_providers/list/	121,230	1.60%



553,381 people visited this site

843,776 Visits

553,381 Absolute Unique Visitors

8,500,581 Page Views

10.07 Average Page Views

00:05:40 Time on Site

26.35% Bounce Rate

46.54% New Visits

Technical Profile

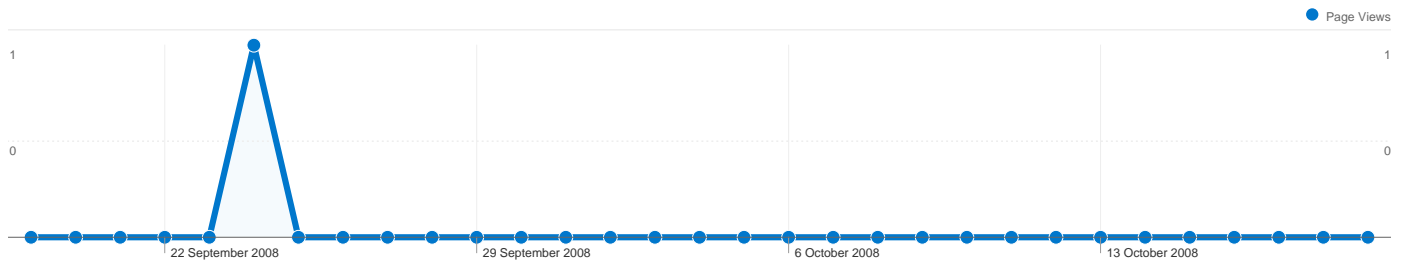
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	724,089	85.82%	DSL	358,518	42.49%
Firefox	84,956	10.07%	Unknown	200,405	23.75%
Safari	24,080	2.85%	Cable	143,528	17.01%
Mozilla	4,566	0.54%	T1	110,694	13.12%
Chrome	3,047	0.36%	OC3	17,392	2.06%

Content by Title Detail:

History in the balance

19 Sep 2008 - 19 Oct 2008

Comparing to: Site



This page was viewed 1 times

Content Performance



1 Page Views

% of Site Total: > 0.00%



00:00:00 Time on Page

Site Avg: 00:00:37 (-100.00%)



100.00% % Exit

Site Avg: 9.93% (907.45%)



1 Unique Page Views

% of Site Total: > 0.00%



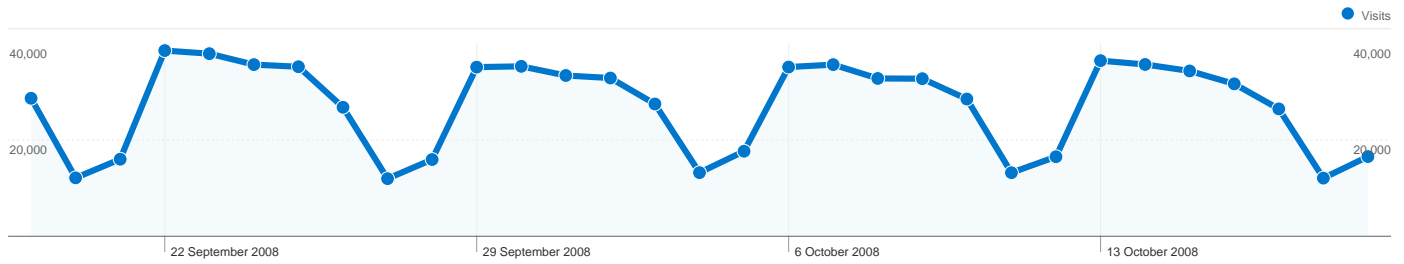
0.00% Bounce Rate

Site Avg: 26.35% (-100.00%)






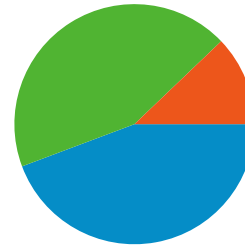
£0.00 \$ Index

Site Avg: £0.00 (0.00%)



All traffic sources sent a total of 843,776 visits

-  12.13% Direct Traffic
-  44.28% Referring Sites
-  43.58% Search Engines

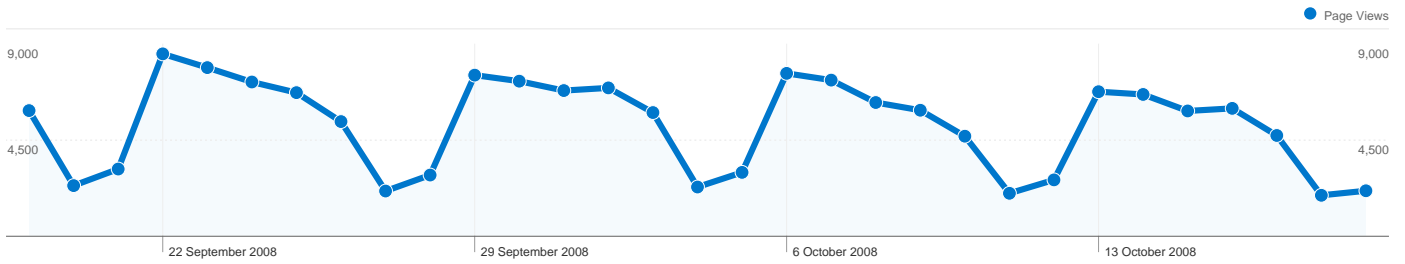


- **Referring Sites**
373,664.00 (44.28%)
- **Search Engines**
367,681.00 (43.58%)
- **Direct Traffic**
102,392.00 (12.13%)
- **Other**
39 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	284,006	33.66%
(direct) ((none))	102,392	12.13%
yahoo (organic)	39,257	4.65%
news.bbc.co.uk (referral)	26,754	3.17%
schoolsfinder.direct.gov.uk	18,304	2.17%

Keywords	Visits	% visits
ofsted	158,705	43.16%
ofsted reports	29,868	8.12%
ofsted report	4,901	1.33%
www.ofsted.gov.uk	4,676	1.27%
sef	3,128	0.85%

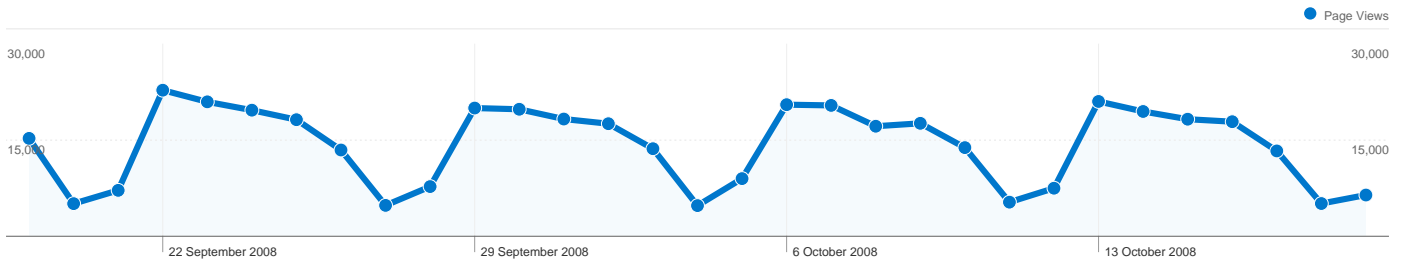


98 page titles containing "About us" were viewed a total of 162,374 times

Content Performance

Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index	
162,374 % of Site Total: 1.91%	125,206 % of Site Total: 2.05%	00:00:49 Site Avg: 00:00:37 (30.62%)	26.99% Site Avg: 26.35% (2.42%)	17.15% Site Avg: 9.93% (72.73%)	£0.00 Site Avg: £0.00 (0.00%)	
Page Title	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
Parents and carers / About us / Ofsted home / Ofsted - Ofsted	28,534	22,405	00:00:31	24.55%	7.58%	£0.00
Contact us / About us / Ofsted home / Ofsted - Ofsted	17,956	14,358	00:01:42	54.52%	39.30%	£0.00
About us / Ofsted home / Ofsted - Ofsted	17,195	13,262	00:00:38	22.79%	12.75%	£0.00
Current Vacancies / Working for Ofsted / About us / Ofsted home / Ofsted - Ofsted	16,898	10,766	00:00:34	17.07%	16.98%	£0.00
Working for Ofsted / About us / Ofsted home / Ofsted - Ofsted	9,661	6,764	00:00:20	10.85%	4.58%	£0.00
Children and young people / About us / Ofsted home / Ofsted - Ofsted	8,924	7,055	00:00:32	35.11%	9.40%	£0.00
FAQs / About us / Ofsted home / Ofsted - Ofsted	8,084	6,307	00:00:35	30.50%	8.56%	£0.00
Care / FAQs / About us / Ofsted home / Ofsted - Ofsted	6,952	5,608	00:01:40	37.25%	29.99%	£0.00
Adult learners and employers / About us / Ofsted home / Ofsted - Ofsted	5,302	4,240	00:00:41	38.71%	13.77%	£0.00
Education / FAQs / About us / Ofsted home / Ofsted - Ofsted	4,751	3,935	00:01:09	43.33%	14.14%	£0.00

1 - 10 of 98



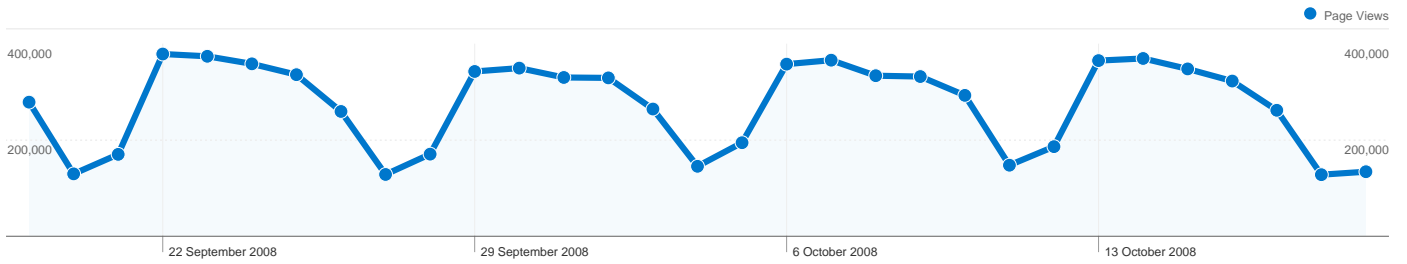
658 page titles containing "Forms and Guidance" were viewed a total of 442,584 times

Content Performance

Page Views 442,584 % of Site Total: 5.21%	Unique Page Views 330,913 % of Site Total: 5.42%	Time on Page 00:00:52 Site Avg: 00:00:37 (38.19%)	Bounce Rate 47.15% Site Avg: 26.35% (78.90%)	% Exit 15.94% Site Avg: 9.93% (60.54%)	\$ Index £0.00 Site Avg: £0.00 (0.00%)
--	---	--	---	---	---

Page Title	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
Forms and guidance / Ofsted home / Ofsted - Ofsted	98,606	63,389	00:00:23	8.30%	4.76%	£0.00
Title (A to Z) / Browse all forms and guidance by / Forms and guidance / Ofsted home / Ofsted - Ofsted	69,145	53,065	00:00:26	16.13%	4.27%	£0.00
Schools / Education and skills / Forms and guidance / Ofsted home / Ofsted - Ofsted	26,159	19,167	00:00:25	23.88%	3.86%	£0.00
Childcare / Care and local services / Forms and guidance / Ofsted home / Ofsted - Ofsted	21,123	15,449	00:00:49	50.34%	9.20%	£0.00
Early Years Foundation Stage / Childcare / Care and local services / Forms and guidance / Ofsted home / Ofsted - Ofsted	15,534	11,275	00:01:16	40.24%	20.30%	£0.00
School self-evaluation / How we inspect / Schools / Education and skills / Forms and guidance / Ofsted home / Ofsted - Ofsted	10,628	8,620	00:01:47	78.97%	66.59%	£0.00
Inspection resources / Schools / Education and skills / Forms and guidance / Ofsted home / Ofsted - Ofsted	10,601	7,995	00:00:53	59.68%	49.11%	£0.00
Early years self-evaluation form and guidance - For settings delivering the Early Years Foundation Stage / Title (A to Z) / Browse all forms and guidance by / Forms and guidance / Ofsted home / Ofsted - Ofsted	10,557	9,265	00:04:18	73.72%	67.02%	£0.00
Self-evaluation forms: writing a SEF that works / Title (A to Z) / Browse all forms and guidance by / Forms and guidance / Ofsted home / Ofsted - Ofsted	6,317	5,142	00:00:54	47.85%	9.77%	£0.00
Forms to complete / Registration / Childcare / Care and local services / Forms and guidance / Ofsted home / Ofsted - Ofsted	6,244	3,202	00:00:59	28.67%	14.32%	£0.00

1 - 10 of 658



Pages on this site were viewed a total of 8,500,581 times

 8,500,581 Page Views

 6,100,270 Unique Views

 26.35% Bounce Rate

Top Content

Pages	Page Views	% Page Views
(other)	1,474,356	19.44%
/oxcare_providers/list	500,940	6.60%
/	377,990	4.98%
/oxedu_providers/list_providers/(sort)/datesort,desc/(type)/4096/	134,508	1.77%
/oxcare_providers/list/	121,230	1.60%