

**Web Scorecard for  
 Fiscal Year 2018-2019  
 April 2019**

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals
<b>Web Sites</b>								
<b>Go Fayetteville</b>								
Unique Visitors	6,991	5,878	5,169	2,640			2,640	20,678
Session Duration				1:10			0	
Pages/Visit				1.52			2	
Top Referrers								
1				Google/Organic				
2				Direct				
3				Facebook Mobile				
Top Pages Visited								
1				Home Page				
2				Places to Fish				
3				Park-Shop-Eat				
<b>Heritage Trails Microsite</b>								
Unique Visitors	1,021	903	971	385			385	3,280
Session Duration				:57			0	
Pages/Visit				1.13			1	
Top Referrers								
1				Google				
2				Direct				
3				VisitFayettevilleNC				
Top Trails Visited								
1				Home Page				
2				Fish and Game Trail				
3				African American Trail				
<b>Heroes Homecoming</b>								
Unique Visitors	742	1,002	392	165			165	2,301
Session Duration				:35			0	
Pages/Visit				1.66			2	
Top Referrers								
1				Direct				

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals
2				Google				
3				Bing				
Top Pages Visited								
1				Home Page				
2				Press				
3				Terms of Use				
<b>Nearly Fort Bragg</b>								
Unique Visitors	2,330	1,398	1,333	480			480	5,541
Session Duration				:20			0	
Pages/Visit				1.25			1	
Top Referrers								
1				Direct				
2				Google				
3				Google/CPC				
Top Pages Visited								
1				Places to stay				
2				Home Page				
3				History				
<b>VisitFayettevilleNC</b>								
Unique Visitors	61,142	79,564	113,258	32,016			32,016	285,980
Session Duration				1:11			0	
Pages/Visit				1.57			2	
Top Referrers								
1				Google/Organic				
2				Media One				
3				Direct				
Top Pages Visited								
1				Pursuit Harmony				
2				Home Page				
3				Calendar of Events				
<b>Scoutlook</b>								
Downloads	35	39	26	10			10	110