

Web Scorecard for Fiscal Year 2018-2019 December 2018

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Web Sites						
GoFayetteville						
Unique Visitors	6,991	1,829	1,576	2,473	5,878	12,869
Session Duration		1:06	1:26	1:17		
Pages/Visit		1.71	1.87	1.58		
Top Referrers						
1		Google	Google	Google		
2		Direct	Direct	Facebook		
3		Facebook	Facebook	Direct		
Top Pages Visited						
1		Home Page	Home Page	Home Page		
2		Halloween Grownups	Christmas Events	New Year's Eve		
3		Fayetteville Myth #3	Museums historic Sites	Christmas Events		
Heritage Trails Microsite						
Unique Visitors	1,021	332	248	323	903	1,924
Session Duration		:56	1:22	:45		
Pages/Visit		1.38	1.27	1.28		
Top Referrers						
1		VisitFayNC	Direct	Direct		
2		Direct	Google	Google		
3		Google	VisitFayNC	VisitFayNC		
Top Pages Visited						
1		Home Page	Home Page	Home Page		
2		AA Heritage	International Cuisine	AA Heritage		
3		Civil War Trail	Fish and Game Trail	Fish and Game Trail		
Heroes Homecoming						
Unique Visitors	742	337	498	167	1,002	1,744
Session Duration		1:12	1:05	:52		
Pages/Visit		1.89	1.49	1.84		
Top Referrers						
1		Direct	Direct	Direct		
2		Google	Google	99 Reasons for SEO		
3		Originalism-Paintings.info	Facebook	In Russian ??		
Top Pages Visited						
1		Home Page	Home Page	Home Page		
2		Missing Man Table	Missing Man Table	Can't read - all #s		
3		Press	Press	Missing Man Table		
Nearly Fort Bragg						
Unique Visitors	2,330	578	307	513	1,398	3,728
Session Duration		:24	:49	:21		
Pages/Visit		1.43	1.44	1.19		
Top Referrers						
1		Direct	Direct	Direct		
2		ib.abnxs.com	Google	Google		
3		google	krumble-adsen.info	99 Reasons for SEO		
Top Pages Visited						
1		Places To Stay	Places To Stay	Places To Stay		
2		Home Page	Home Page	Home Page		
3		History of Spring Lake	History of Spring Lake	h/715535.html.html		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
VisitFayettevillenc						
Unique Visitors	61,142	25,845	27,808	25,911	79,564	140,706
Session Duration		1:29	1:20	1:10		
Pages/Visit		1.75	1.61	1.54		
Top Referrers						
1		Google	Google	Media One		
2		Media One	Media One	Google		
3		Direct	Direct	Direct		
Top Pages Visited						
1		Calendar of Events	Enews page (ads)	Enews page (ads)		
2		Home Page	Events	Events		
3		newsletter sign up	Home Page	Accommodations		
Scoutlook						
Downloads	35	11	12	16	39	74
Number of Sessions	158	30	12	48	90	248
Avg Daily Active Devices	1	1	1	1	3	4