

Web Scorecard for
End of Fiscal Year 2018-2019
June 2019

| Description | JUL | AUG | SEP | 1st QTR | OCT | NOV | DEC | 2nd QTR | JAN | FEB | MAR | 3rd QTR | APR | MAY | JUN | 4th QTR | FY 2019 Totals |
|----------------------------------|-----------------------|------------------------|------------------------|---------|----------------------|------------------------|------------------|---------|------------------------|----------------|-------------------------|---------|-----------------|-----------------|------------------|---------|----------------|
| Web Sites | | | | | | | | | | | | | | | | | |
| GoFayetteville | | | | | | | | | | | | | | | | | |
| Unique Visitors | 3,702 | 1,874 | 1,415 | 6,991 | 1,829 | 1,576 | 2,473 | 5,878 | 1,424 | 1,474 | 2,271 | 5,169 | 2,640 | 2,710 | 3,365 | 8,715 | 26,753 |
| Session Duration | 1:08 | 1:39 | 1:25 | | 1:06 | 1:26 | 1:17 | | 1:21 | 1:18 | 1:16 | | 1:10 | 1:14 | 1:28 | | |
| Pages/Visit | 1.7 | 2.1 | 1.1 | | 1.71 | 1.87 | 1.58 | | 1.9 | 1.8 | 1.64 | | 1.52 | 1.56 | 1.17 | | |
| Top Referrers | | | | | | | | | | | | | | | | | |
| 1 | Google | Google | Google | | Google | Google | Google | | Google | Google | Google/Organic | | Google/Organic | Google/Organic | Google / Organic | | |
| 2 | direct | Direct | Direct | | Direct | Direct | Facebook | | Direct | Direct | Facebook Mobile | | Direct | Direct | Facebook | | |
| 3 | Facebook | Bing | Yahoo | | Facebook | Facebook | Direct | | Facebook | Facebook | Direct | | Facebook Mobile | Facebook Mobile | Direct | | |
| Top Pages Visited | | | | | | | | | | | | | | | | | |
| 1 | Home Page | Home Page | Home page | | Home Page | Home Page | Home Page | | Home Page | Home Page | Home Page | | Home Page | Home Page | Home Page | | |
| 2 | Myth 1 - Fayetteville | Things To Do Page | Museums-Historic Sites | | Halloween Grownups | Christmas Events | New Year's Eve | | Museums Historic Sites | Places to fish | Places to Fish | | Places to Fish | Places To Fish | Fourth of July | | |
| 3 | Things to Do | Museums-Historic Sites | Things-to-do | | Fayetteville Myth #3 | Museums historic Sites | Christmas Events | | Things to do | Things To Do | Fayetteville-Springtime | | Park-Shop-Eat | Swimming Pools | Places to Fish | | |
| Heritage Trails Microsite | | | | | | | | | | | | | | | | | |
| Unique Visitors | 386 | 343 | 292 | 1,021 | 332 | 248 | 323 | 903 | 272 | 327 | 372 | 971 | 385 | 371 | 342 | 1,098 | 3,993 |
| Session Duration | :52 | :44 | :48 | | :56 | 1:22 | :45 | | :41 | :44 | 0:32 | | :57 | :37 | :40 | | |
| Pages/Visit | 1.31 | 1.4 | 1.33 | | 1.38 | 1.27 | 1.28 | | 1.33 | 1.31 | 1.19 | | 1.13 | 1.24 | 1.1 | | |
| Top Referrers | | | | | | | | | | | | | | | | | |
| 1 | Google | Google | Google | | VisitFayNC | Direct | Direct | | Google | Google | Google | | Google | Google | Direct | | |
| 2 | Direct | VisitFayNC | VisitFayNC | | Direct | Google | Google | | Direct | Direct | Direct | | Direct | Direct | Google | | |
| 3 | VisitFayetteville NC | Direct | Direct | | Google | VisitFayNC | VisitFayNC | | GoFayetteville | VisitFayNC | VisitFayNC | | VisitFayNC | VisitFayNC | VisitFayNC | | |

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|--------------------------|---------------------|---------------------|---------------------|---------|------------------------------|-----------------------|---------------------|---------|---------------------------|---------------------|------------------------|---------|------------------------|------------------------|---------------------|---------|----------------|
| Top Trails Visited | | | | | | | | | | | | | | | | | |
| 1 | Home Page | Home Page | Home Page | | Home Page | Home Page | Home Page | | African-American Heritage | Home Page | Home Page | | Home Page | Home Page | Fish and Game Trail | | |
| 2 | Fish and Game Trail | Fish and Game Trail | Fish and Game Trail | | AA Heritage | International Cuisine | AA Heritage | | Fish and Game Trail | Fish and Game Trail | Fish and Game Trail | | Fish and Game Trail | Fish and Game Trail | Home Page | | |
| 3 | AA Heritage Trail | Civil War Trail | AA Heritage Trail | | Civil War Trail | Fish and Game Trail | Fish and Game Trail | | Civil War Trail | AA Heritage Trail | African American Trail | | African American Trail | African American Trail | AA Heritage | | |
| Heroes Homecoming | | | | | | | | | | | | | | | | | |
| Unique Visitors | 189 | 364 | 189 | 742 | 337 | 498 | 167 | 1,002 | 124 | 122 | 146 | 392 | 165 | 45 | 162 | 372 | 2,508 |
| Session Duration | :35 | 1:51 | :35 | | 1:12 | 1:05 | :52 | | :15 | :14 | :03 | | :35 | :09 | :08 | | |
| Pages/Visit | 1.7 | 2.2 | 1.7 | | 1.89 | 1.49 | 1.84 | | 2 | 2.3 | 1.71 | | 1.66 | 2.02 | 1.74 | | |
| Top Referrers | | | | | | | | | | | | | | | | | |
| 1 | Direct | Direct | Direct | | Direct | Direct | Direct | | Direct | Direct | Direct | | Direct | Direct | Direct | | |
| 2 | Google | Google | Google | | Google | Google | 99 Reasons for SEO | | Google | Google | Google | | Google | Google | Google | | |
| 3 | Bing | dablaqsuit.co.za | Bing | | Originalism - Paintings.info | Facebook | In Russian ?? | | Bing | Bing | Bing | | Bing | axcus.top | Bing | | |
| Top Pages Visited | | | | | | | | | | | | | | | | | |
| 1 | Home Page | Home Page | Home Page | | Home Page | Home Page | Home Page | | Home | Home | Home Page | | Home Page | Home Page | Home Page | | |
| 2 | Press | Missing Man Table | Press | | Missing Man Table | Missing Man Table | Can't read - all #s | | Press | Terms of Use | Terms of Use | | Press | Terms of Use | Terms of Use | | |
| 3 | Terms of Use | Press | Terms of Use | | Press | Press | Missing Man Table | | Downloads | Press | Press | | Terms of Use | Press | Press | | |
| Nearly Fort Bragg | | | | | | | | | | | | | | | | | |
| Unique Visitors | 668 | 994 | 668 | 2,330 | 578 | 307 | 513 | 1,398 | 515 | 386 | 432 | 1,333 | 480 | 552 | 546 | 1,578 | 6,639 |
| Session Duration | :49 | :38 | :49 | | :24 | :49 | :21 | | :26 | :35 | :47 | | :20 | :26 | :30 | | |
| Pages/Visit | 1.5 | 1.4 | 1.5 | | 1.43 | 1.44 | 1.19 | | 1.24 | 1.27 | 1.41 | | 1.25 | 1.27 | 1.31 | | |
| Top Referrers | | | | | | | | | | | | | | | | | |
| 1 | Places To Stay | Places to stay | Places To Stay | | Direct | Direct | Direct | | Direct | Direct | Direct | | Direct | Direct | Direct | | |
| 2 | Home Page | Home Page | Home Page | | ib.abnxs.com | Google | Google | | Facebook | Google | Google | | Google | Google | ib.adnxs.com | | |
| 3 | Things to Do | h/3876607.html | Things to Do | | google | krumble-adsen.info | 99 Reasons for SEO | | Google | Facebook | Facebook | | Google/CPC | Google/CPC | google / Organic | | |
| Top Pages Visited | | | | | | | | | | | | | | | | | |

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|----------------------------|----------------------|------------------------|--------------------|---------|------------------------|------------------------|---------------------|---------|--------------------|---------------------|---------------------|---------|--------------------|---------------------|--------------------|---------|----------------|
| 1 | Direct | Direct | Direct | | Places To Stay | Places To Stay | Places To Stay | | Places to stay | Places to stay | Places to Stay | | Places to stay | Places to Stay | Places to Stay | | |
| 2 | Google | Google | Google | | Home Page | Home Page | Home Page | | Home Page | Home Page | Home Page | | Home Page | Home Page | Home Page | | |
| 3 | ib.adnxs.com | ib.adnxs.com | ib.adnxs.com | | History of Spring Lake | History of Spring Lake | h/715535.html .html | | Things to do | History of SL | Blog | | History | Things to Do | History of SL | | |
| VisitFayettevilleNC | | | | | | | | | | | | | | | | | |
| Unique Visitors | 23,045 | 17,035 | 21,062 | 61,142 | 25,845 | 27,808 | 25,911 | 79,564 | 24,978 | 40,297 | 47,983 | 113,258 | 32,016 | 34,365 | 44,809 | 111,190 | 365,154 |
| Session Duration | 0:00 | 1:42 | 1:27 | | 1:29 | 1:20 | 1:10 | | 1:09 | 1:03 | 1:00 | | 1:11 | 1:14 | 1:06 | | |
| Pages/Visit | 1:44 | 2.1 | 1.73 | | 1.75 | 1.61 | 1.54 | | 1.56 | 1.42 | 1.4 | | 1.57 | 1.56 | 1.48 | | |
| Top Referrers | | | | | | | | | | | | | | | | | |
| 1 | Google | Google | Google | | Google | Google | Media One | | Google | Media One | Google/Organic | | Google/Organic | Google/organic | Google/organic | | |
| 2 | Direct | Direct | Direct | | Media One | Media One | Google | | Media One display | Google | Media One/native | | Media One | Media One/Native | Media One/Native | | |
| 3 | Media One (MA Ads) | Media One (MA Ads) | Media One (MA Ads) | | Direct | Direct | Direct | | Media One Native | Direct | Direct | | Direct | Direct | Direct | | |
| Top Pages Visited | | | | | | | | | | | | | | | | | |
| 1 | Fourth of July EVENT | Calendar of Events | Home Page | | Calendar of Events | Enews page (ads) | Enews page (ads) | | Calendar of Events | Pursuit Harmony | Pursuit/Harmony | | Pursuit Harmony | Pursuit harmony | Pursuit Harmony | | |
| 2 | Calendar of Events | Home Page | Calendar of Events | | Home Page | Events | Events | | Newsletter signup | Pursuit Romance | Pursuit/romance | | Home Page | Pursuit Brotherhood | Pursuit Romance | | |
| 3 | Home Page | Free Things To Do 1:44 | Greek Festival | | enewsletter sign up | Home Page | Accommodations | | pursuits/harmony | Pursuit Brotherhood | Pursuit/Brotherhood | | Calendar of Events | Pursuit Romance | Calendar of Events | | |
| Scoutlook | | | | | | | | | | | | | | | | | |
| Downloads | 15 | 10 | 10 | 35 | 11 | 12 | 16 | 39 | 9 | 12 | 5 | 26 | 10 | 10 | 6 | 26 | 126 |