

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

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals
Web Sites							
GoFayetteville							
Unique Visitors	6,991	5,878	1,424	1,474		2,898	15,767
Session Duration			1:21	1:18			
Pages/Visit			1.9	1.8			
Top Referrers							
1			Google	Google			
2			Direct	Direct			
3			Facebook	Facebook			
Top Pages Visited							
1			Home Page	Home Page			
2			MuseumsHistoric Sites	Places to fish			
3			Things to do	Things To Do			
Heritage Trails Microsite							
Unique Visitors	1,021	903	272	327		599	2,523
Session Duration			:41	:44			
Pages/Visit			1.33	1.31			
Top Referrers							
1			Google	Google			
2			Direct	Direct			
3			GoFayetteville	VisitFayettevilleNC			
Top Trails Visited							
1			African-American Heritage	Home Page			
2			Fish and Game Trail	Fish and Game Trail			
3			Civil War Trail	AA Heritage Trail			
Heroes Homecoming							
Unique Visitors	742	1,002	124	122		246	1,990
Session Duration			:15	:14			
Pages/Visit			2	2.3			
Top Referrers							
1			Direct	Direct			
2			Google	Google			
3			bing	Bing			
Top Pages Visited							
1			Home	Home			
2			Press	Terms of Use			
3			Downloads	Press			

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals
Nearly Fort Bragg							
Unique Visitors	2,330	1,398	515	386		901	4,629
Session Duration			:26	:35			
Pages/Visit			1.24	1.27			
Top Referrers							
1			Direct	Direct			
2			Facebook	Google			
3			Google	Facebook			
Top Pages Visited							
1			Places to stay	Places to stay			
2			Home Page	Home Page			
3			Things to do	History of SL			
VisitFayettevillenc							
Unique Visitors	61,142	79,564	24,978	40,297		65,275	205,981
Session Duration			1:09	1:03			
Pages/Visit			1.56	1.42			
Top Referrers							
1			Google	Media One			
2			Media One display	Google			
3			Media One Native	Direct			
Top Pages Visited							
1			Calendar of Events	Pursuit Harmony			
2			Newsletter signup	Pursuit Romance			
3			pursuits/harmony	Pursuit Brotherhood			
Scoutlook							
Downloads	35	39	9	12		21	95
Number of Sessions	158	90	13	105		118	366
Avg Daily Active Devices	1	3	0	1		1	5