

**Web Scorecard for
 Fiscal Year 2018-2019
 January 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			1,424	14,293
Session Duration			1:21				
Pages/Visit			1.9				
Top Referrers							
1			Google				
2			Direct				
3			Facebook				
Top Pages Visited							
1			Home Page				
2			Museums/Historic Sites				
3			Things to do				
Heritage Trails Microsite							
Unique Visitors	1,021	903	272			272	2,196
Session Duration			:41				
Pages/Visit			1.33				
Top Referrers							
1			Google				
2			Direct				
3			GoFayetteville				
Top Trails Visited							
1			African-American Heritage				
2			Fish and Game Trail				
3			Civil War Trail				
Heroes Homecoming							
Unique Visitors	742	1,002	124			124	1,868
Session Duration			:15				
Pages/Visit			2				
Top Referrers							
1			Direct				
2			Google				
3			Bing				
Top Pages Visited							
1			Home				
2			Press				
3			Downloads				
Nearly Fort Bragg							
Unique Visitors	2,330	1,398	515			515	4,243
Session Duration			:26				
Pages/Visit			1.24				

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals
Top Referrers							
1			Direct				
2			Facebook				
3			Google				
Top Pages Visited							
1			Places to stay				
2			Home Page				
3			Things to do				
VisitFayettevillenc							
Unique Visitors	61,142	79,564	24,978			24,978	165,684
Session Duration			1:09				
Pages/Visit			1.56				
Top Referrers							
1			Google				
2			Media One display				
3			Media One Native				
Top Pages Visited							
1			Calendar of Events				
2			Newsletter signup				
3			pursuits/harmony				
Scoutlook							
Downloads	35	39	9			9	83
Number of Sessions	158	90	13			13	261
Avg Daily Active Devices	1	3	0			0	4