

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

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
Web Sites					
GoFayetteville					
Unique Visitors	3,702			3,702	3,702
Session Duration	1:08				
Pages/Visit	1.7				
Top Referrers					
1	Google				
2	Direct				
3	Facebook				
Top Pages Visited					
1	Home Page				
2	Myth 1 - Fayetteville				
3	Things to Do				
Heritage Trails Microsite					
Unique Visitors	386			386	386
Session Duration	:52				
Pages/Visit	1.31				
Top Referrers					
1	Google				
2	Direct				
3	VisitFayettevilleNC				
Top Pages Visited					
1	Home Page				
2	Fish and Game Trail				
3	AA Heritage Trail				
Heroes Homecoming					
Unique Visitors	189			189	189
Session Duration	:35				
Pages/Visit	1.7				
Top Referrers					
1	Direct				
2	Google				
3	Bing				

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
Top Pages Visited					
1	Home Page				
2	Press				
3	Terms of Use				
Nearly Fort Bragg					
Unique Visitors	668			668	668
Session Duration	:49				
Pages/Visit	1.5				
Top Referrers					
1	Places To Stay				
2	Home Page				
3	Things to Do				
Top Pages Visited					
1	Direct				
2	Google				
3	ib.adnxs.com				
VisitFayettevillenc					
Unique Visitors	23,045			23,045	23,045
Session Duration	0:00				
Pages/Visit	1:44				
Top Referrers					
1	Google				
2	Direct				
3	MediaOne (MA ads)				
Top Pages Visited					
1	Fourth of July EVENT				
2	Calendar of Events				
3	Hope Page				
Scoutlook					
Downloads	15			15	15
Number of Sessions	58			58	58
Avg Daily Active Devices	1			1	1