

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