

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

| Description                      | 1st Quarter | 2nd Quarter | JAN                       | FEB                 | MAR                     | 3rd Quarter | FY 2019 Totals |
|----------------------------------|-------------|-------------|---------------------------|---------------------|-------------------------|-------------|----------------|
| <b>Web Sites</b>                 |             |             |                           |                     |                         |             |                |
| <b>GoFayetteville</b>            |             |             |                           |                     |                         |             |                |
| Unique Visitors                  | 6,991       | 5,878       | 1,424                     | 1,474               | 2,271                   | 5,169       | 18,038         |
| Session Duration                 |             |             | 1:21                      | 1:18                | 1:16                    |             |                |
| Pages/Visit                      |             |             | 1.9                       | 1.8                 | 1.64                    |             |                |
| Top Referrers                    |             |             |                           |                     |                         |             |                |
| 1                                |             |             | Google                    | Google              | Google/Organic          |             |                |
| 2                                |             |             | Direct                    | Direct              | Facebook Mobile         |             |                |
| 3                                |             |             | Facebook                  | Facebook            | Direct                  |             |                |
| Top Pages Visited                |             |             |                           |                     |                         |             |                |
| 1                                |             |             | Home Page                 | Home Page           | Home Page               |             |                |
| 2                                |             |             | Museums Historic Sites    | Places to fish      | Places to Fish          |             |                |
| 3                                |             |             | Things to do              | Things To Do        | Fayetteville-Springtime |             |                |
| <b>Heritage Trails Microsite</b> |             |             |                           |                     |                         |             |                |
| Unique Visitors                  | 1,021       | 903         | 272                       | 327                 | 372                     | 971         | 2,895          |
| Session Duration                 |             |             | :41                       | :44                 | 0:32                    |             |                |
| Pages/Visit                      |             |             | 1.33                      | 1.31                | 1.19                    |             |                |
| Top Referrers                    |             |             |                           |                     |                         |             |                |
| 1                                |             |             | Google                    | Google              | Google                  |             |                |
| 2                                |             |             | Direct                    | Direct              | Direct                  |             |                |
| 3                                |             |             | GoFayetteville            | VisitFayettevilleNC | VisitFayettevilleNC     |             |                |
| Top Trails Visited               |             |             |                           |                     |                         |             |                |
| 1                                |             |             | African-American Heritage | Home Page           | Home Page               |             |                |
| 2                                |             |             | Fish and Game Trail       | Fish and Game Trail | Fish and Game Trail     |             |                |
| 3                                |             |             | Civil War Trail           | AA Heritage Trail   | African American Trail  |             |                |
| <b>Heroes Homecoming</b>         |             |             |                           |                     |                         |             |                |
| Unique Visitors                  | 742         | 1,002       | 124                       | 122                 | 146                     | 392         | 2,136          |
| Session Duration                 |             |             | :15                       | :14                 | :03                     |             |                |
| Pages/Visit                      |             |             | 2                         | 2.3                 | 1.71                    |             |                |
| Top Referrers                    |             |             |                           |                     |                         |             |                |
| 1                                |             |             | Direct                    | Direct              | Direct                  |             |                |
| 2                                |             |             | Google                    | Google              | Google                  |             |                |
| 3                                |             |             | Bing                      | Bing                | Bing                    |             |                |
| Top Pages Visited                |             |             |                           |                     |                         |             |                |
| 1                                |             |             | Home                      | Home                | Home Page               |             |                |
| 2                                |             |             | Press                     | Terms of Use        | Terms of Use            |             |                |
| 3                                |             |             | Downloads                 | Press               | Press                   |             |                |

| Description                | 1st Quarter | 2nd Quarter | JAN                | FEB                 | MAR                                  | 3rd Quarter | FY 2019 Totals |
|----------------------------|-------------|-------------|--------------------|---------------------|--------------------------------------|-------------|----------------|
| <b>Nearly Fort Bragg</b>   |             |             |                    |                     |                                      |             |                |
| Unique Visitors            | 2,330       | 1,398       | 515                | 386                 | 432                                  | 1,333       | 5,061          |
| Session Duration           |             |             | :26                | :35                 | :47                                  |             |                |
| Pages/Visit                |             |             | 1.24               | 1.27                | 1.41                                 |             |                |
| Top Referrers              |             |             |                    |                     |                                      |             |                |
| 1                          |             |             | Direct             | Direct              | Direct                               |             |                |
| 2                          |             |             | Facebook           | Google              | Google                               |             |                |
| 3                          |             |             | Google             | Facebook            | Facebook                             |             |                |
| Top Pages Visited          |             |             |                    |                     |                                      |             |                |
| 1                          |             |             | Places to stay     | Places to stay      | Places to Stay                       |             |                |
| 2                          |             |             | Home Page          | Home Page           | Home Page                            |             |                |
| 3                          |             |             | Things to do       | History of SL       | Blog                                 |             |                |
| <b>VisitFayettevilleNC</b> |             |             |                    |                     |                                      |             |                |
| Unique Visitors            | 61,142      | 79,564      | 24,978             | 40,297              | 47,983                               | 113,258     | 253,964        |
| Session Duration           |             |             | 1:09               | 1:03                | 1:00                                 |             |                |
| Pages/Visit                |             |             | 1.56               | 1.42                | 1.4                                  |             |                |
| Top Referrers              |             |             |                    |                     |                                      |             |                |
| 1                          |             |             | Google             | Media One           | Pursuit/Harmony                      |             |                |
| 2                          |             |             | Media One display  | Google              | Pursuit/Romance                      |             |                |
| 3                          |             |             | Media One Native   | Direct              | Pursuit/Brotherhood                  |             |                |
| Top Pages Visited          |             |             |                    |                     |                                      |             |                |
| 1                          |             |             | Calendar of Events | Pursuit Harmony     | MediaOne/native                      |             |                |
| 2                          |             |             | Newsletter signup  | Pursuit Romance     | Google/Organic                       |             |                |
| 3                          |             |             | pursuits/harmony   | Pursuit Brotherhood | MediaOne/display                     |             |                |
| <b>Scoutlook</b>           |             |             |                    |                     |                                      |             |                |
| Downloads                  | 35          | 39          | 9                  | 12                  | 5                                    | 26          | 100            |
| Number of Sessions         | 158         | 90          | 13                 | 105                 | No Data/Changing Over to New Version | 118         | 366            |
| Avg Daily Active Devices   | 1           | 3           | 0                  | 1                   | No Data/Changing Over to New Version | 1           | 5              |