

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

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals
Web Sites								
GoFayetteville								
Unique Visitors	6,991	5,878	5,169	2,640	2,710		5,350	23,388
Session Duration				1:10	1:14		0	
Pages/Visit				1.52	1.56		3	
Top Referrers								
1				Google/Organic	Google/Organic			
2				Direct	Direct			
3				Facebook Mobile	Facebook Mobile			
Top Pages Visited								
1				Home Page	Home Page			
2				Places to Fish	Places To Fish			
3				Park-Shop-Eat	Swimming Pools			
Heritage Trails Microsite								
Unique Visitors	1,021	903	971	385	371		756	3,651
Session Duration				:57	:37		0	
Pages/Visit				1.13	1.24		2	
Top Referrers								
1				Google	Google			
2				Direct	Direct			
3				VisitFayettevilleNC	VisitFayettevilleNC			
Top Trails Visited								
1				Home Page	Home Page			
2				Fish and Game Trail	Fish and Game Trail			
3				African American Trail	African American Trail			
Heroes Homecoming								
Unique Visitors	742	1,002	392	165	45		210	2,346
Session Duration				:35	:09		0	
Pages/Visit				1.66	2.02		4	
Top Referrers								
1				Direct	Direct			
2				Google	Google			
3				Bing	axcus.top			
Top Pages Visited								
1				Home Page	Home Page			
2				Press	Terms of Use			
3				Terms of Use	Press Release			
Nearly Fort Bragg								

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals
Unique Visitors	2,330	1,398	1,333	480	552		1,032	6,093
Session Duration				:20	:26		0	
Pages/Visit				1.25	1.27		3	
Top Referrers								
1				Direct	Direct			
2				Google	Google			
3				Google/CPC	Google/CPC			
Top Pages Visited								
1				Places to stay	Places to Stay			
2				Home Page	Home Page			
3				History	Things to Do			
VisitFayettevillenc								
Unique Visitors	61,142	79,564	113,258	32,016	34,365		66,381	320,345
Session Duration				1:11	1:14		0	
Pages/Visit				1.57	1.56		3	
Top Referrers								
1				Google/Organic	Google/organic			
2				Media One	Media One/Native			
3				Direct	Direct			
Top Pages Visited								
1				Pursuit Harmony	Pursuit harmony			
2				Home Page	Pursuit Brotherhood			
3				Calendar of Events	Pursuit Romance			
Scoutlook								
Downloads	35	39	26	10	10		20	120