

Web Scorecard for Fiscal Year 2018-2019 November 2018

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Web Sites						
GoFayetteville						
Unique Visitors	6,991	1,829	1,576		3,405	10,396
Session Duration		1:06	1:26			
Pages/Visit		1.71	1.87			
Top Referrers						
1		Google	Google			
2		Direct	Direct			
3		Facebook	Facebook			
Top Pages Visited						
1		Home page	Home Page			
2		Halloween Grownups	Christmas Events			
3		Fayetteville Myth #3	Museums historic Sites			
Heritage Trails Microsite						
Unique Visitors	1,021	332	248		580	1,601
Session Duration		:56	1:22			
Pages/Visit		1.38	1.27			
Top Referrers						
1		VisitFayNC	Direct			
2		Direct	Google			
3		Google	VisitFayNC			
Top Pages Visited						
1		Home Page	Home Page			
2		AA heritage	International Cuisine			
3		Civil War Trail	Fish and Game Trail			
Heroes Homecoming						
Unique Visitors	742	337	498		835	1,577
Session Duration		1:12	1:05			
Pages/Visit		1.89	1.49			
Top Referrers						
1		Direct	Direct			
2		Google	Google			
3		Originalism-Paintings.info	Facebook			
Top Pages Visited						
1		Home Page	Home Page			
2		Missing Man Table	Missing Man Table			
3		Press	Press			
Nearly Fort Bragg						
Unique Visitors	2,330	578	307		885	3,215
Session Duration		:24	:49			
Pages/Visit		1.43	1.44			
Top Referrers						
1		Direct	Direct			

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2		ib.abnxs.com	Google			
3		google	krumble-adsen.info			
Top Pages Visited						
1		Places To Stay	Places To Stay			
2		Home Page	Home Page			
3		History of Spring lake	History of Spring lake			
VisitFayettevillenc						
Unique Visitors	61,142	25,845	27,808		53,653	114,795
Session Duration		1:29	1:20			
Pages/Visit		1.75	1.61			
Top Referrers						
1		Google	Google			
2		Media One	Media One			
3		Direct	Direct			
Top Pages Visited						
1		Calendar of Events	Enews page (ads)			
2		Home Page	Events			
3		newsletter sign up	Home Page			
Scoutlook						
Downloads	35	11	12		23	58
Number of Sessions	158	30	12		42	200
Avg Daily Active Devices	1	1	1		2	3