

Web Scorecard for Fiscal Year 2018-2019 October 2018

| Description | 1st Quarter | OCT | 2nd Quarter | FY 2019 Totals |
|----------------------------------|--------------|----------------------------|--------------|----------------|
| Web Sites | | | | |
| GoFayetteville | | | | |
| Unique Visitors | 6,991 | 1,829 | 1,829 | 8,820 |
| Session Duration | | 1:06 | | |
| Pages/Visit | | 1.71 | | |
| Top Referrers | | | | |
| 1 | | Google | | |
| 2 | | Direct | | |
| 3 | | Facebook | | |
| Top Pages Visited | | | | |
| 1 | | Home page | | |
| 2 | | Halloween Grownups | | |
| 3 | | Fayetteville Myth #3 | | |
| Heritage Trails Microsite | | | | |
| Unique Visitors | 1,021 | 332 | 332 | 1,353 |
| Session Duration | | :56 | | |
| Pages/Visit | | 1.38 | | |
| Top Referrers | | | | |
| 1 | | VisitFayNC | | |
| 2 | | Direct | | |
| 3 | | Google | | |
| Top Pages Visited | | | | |
| 1 | | Home Page | | |
| 2 | | AA heritage | | |
| 3 | | Civil War Trail | | |
| Heroes Homecoming | | | | |
| Unique Visitors | 742 | 337 | 337 | 1,079 |
| Session Duration | | 1:12 | | |
| Pages/Visit | | 1.89 | | |
| Top Referrers | | | | |
| 1 | | Direct | | |
| 2 | | Google | | |
| 3 | | Originalism-Paintings.info | | |

| Description | 1st Quarter | OCT | 2nd Quarter | FY 2019 Totals |
|----------------------------|---------------|------------------------|---------------|----------------|
| Top Pages Visited | | | | |
| 1 | | Home Page | | |
| 2 | | Missing Man Table | | |
| 3 | | Press | | |
| Nearly Fort Bragg | | | | |
| Unique Visitors | 2,330 | 578 | 578 | 2,908 |
| Session Duration | | :24 | | |
| Pages/Visit | | 1.43 | | |
| Top Referrers | | | | |
| 1 | | Direct | | |
| 2 | | ib.abnxs.com | | |
| 3 | | google | | |
| Top Pages Visited | | | | |
| 1 | | Places To Stay | | |
| 2 | | Home Page | | |
| 3 | | History of Spring lake | | |
| VisitFayettevillenc | | | | |
| Unique Visitors | 61,142 | 25,845 | 25,845 | 86,987 |
| Session Duration | | 1:29 | | |
| Pages/Visit | | 1.75 | | |
| Top Referrers | | | | |
| 1 | | Google | | |
| 2 | | Media One | | |
| 3 | | Direct | | |
| Top Pages Visited | | | | |
| 1 | | Calendar of Events | | |
| 2 | | Home Page | | |
| 3 | | enewsletter sign up | | |
| Scoutlook | | | | |
| Downloads | 35 | 11 | 11 | 46 |
| Number of Sessions | 158 | 30 | 30 | 188 |
| Avg Daily Active Devices | 1 | 1 | 1 | 2 |