

Web Scorecard for Fiscal Year 2018-2019 September 2018

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
Web Sites					
GoFayetteville					
Unique Visitors	3,702	1,874	1,415	6,991	6,991
Session Duration	1:08	1:39	1:25		
Pages/Visit	1.7	2.1	1.1		
Top Referrers					
1	Google	Google	Google		
2	direct	Direct	Direct		
3	Facebook	Bing	Yahoo		
Top Pages Visited					
1	Home Page	Home Page	Home page		
2	Myth 1 - Fayetteville	Things To Do Page	Museums-Historic Sites		
3	Things to Do	Museums-Historic Sites	Things-to-do		
Heritage Trails Microsite					
Unique Visitors	386	343	292	1,021	1,021
Session Duration	:52	:44	:48		
Pages/Visit	1.31	1.4	1.33		
Top Referrers					
1	Google	Google	Google		
2	Direct	VisitFay	VisitFay		
3	VisitFay	Direct	Direct		
Top Pages Visited					
1	Home Page	Home Page	Home Page		
2	Fish and Game Trail	Fish and Game Trail	Fish and Game Trail		
3	AA Heritage Trail	Civil War Trail	AA Heritage Trail		
Heroes Homecoming					
Unique Visitors	189	364	189	742	742
Session Duration	:35	1:51	:35		
Pages/Visit	1.7	2.2	1.7		
Top Referrers					
1	Direct	Direct	Direct		
2	Google	Google	Google		
3	Bing	dablaqsuit.co.za	Bing		

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Top Pages Visited					
1	Home Page	Home Page	Home Page		
2	Press	Missing Man Table	Press		
3	Terms of Use	Press	Terms of Use		
Nearly Fort Bragg					
Unique Visitors	668	994	668	2,330	2,330
Session Duration	:49	:38	:49		
Pages/Visit	1.5	1.4	1.5		
Top Referrers					
1	Places To Stay	Places to stay	Places To Stay		
2	Home Page	Home Page	Home Page		
3	Things to Do	h/3876607.html	Things to Do		
Top Pages Visited					
1	Direct	Direct	Direct		
2	Google	Google	Google		
3	ib.adnxs.com	ib.adnxs.com	ib.adnxs.com		
VisitFayettevillenc					
Unique Visitors	23,045	17,035	21,062	61,142	61,142
Session Duration	0:00	1:42	1:27		
Pages/Visit	1:44	2.1	1.73		
Top Referrers					
1	Google	Google	Google		
2	Direct	Direct	Direct		
3	Media One (MA ads)	Media One (MA Ads)	Media One (MA Ads)		
Top Pages Visited					
1	Fourth of July EVENT	Calendar of Events	Home Page		
2	Calendar of Events	Home Page	Calendar of Events		
3	Home Page	Free Things To Do 1:44	Greek Festival		
Scoutlook					
Downloads	15	10	10	35	35
Number of Sessions	58	47	53	158	158
Avg Daily Active Devices	1	1	1	1	1