

*Web Scorecard for
 Fiscal Year 2019-2020
 April 2020*

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2020 Totals
Web Sites								
GoFayetteville								
Unique Visitors	7,900	7,432	6,488	1,760			1,760	23,580
Session Duration				1:10				
Pages/Visit				1.42				
Top Referrers								
1				Google Organic				
2				Direct				
3				Bing Organic				
Top Pages Visited								
1				Places to Fish				
2				Home Page				
3				Fayetteville-NC History				
Heroes Homecoming								
Unique Visitors	419	523	259	110			110	1,311
Session Duration				:18				
Pages/Visit				1.3				
Top Referrers								
1				Direct				
2				Bing Organic				
3				Facebook				
Top Pages Visited								
1				Home				
2				Schedule				

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2020 Totals
3				Account				
Nearly Fort Bragg								
Unique Visitors	2,140	3,105	2,952	53			53	8,250
Session Duration				:24				
Pages/Visit				1.04				
Top Referrers								
1				Google Organic				
2				Direct - None				
3				Facebook				
Top Pages Visited								
1				Home Page				
2				smith lake rec center				
3				History of SL				
VisitFayettevilleNC								
Unique Visitors	90,329	97,863	74,757	11,954			11,954	274,903
Session Duration				1:34				
Pages/Visit				1.75				
Top Referrers								
1				Google organic				
2				Direct / none				
3				Media One ppc				
Top Pages Visited								
1				Coronavirus				
2				Home Page				
3				Overnight Stay - Exit I95				
Scoutlook								
Downloads	16	29	4	49			49	98