

Web Scorecard for Fiscal Year 2020-2021 April 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals
Web Sites															
Go Fayetteville															
Visitors	4,551	3,329	2,575	10,455	769	592	932	2,293	763	540	975	2,278	1,079	1,079	16,105
Session Duration	1:25	1:21	1:13		3:00	4:01	1:37		2:53	2:27	2:35		3:14		
Top Referrers															
1	Google/Organic	Google/Organic	Google Organic		Google Organic	Direct	Facebook		Direct	Direct	Direct		Facebook		
2	Direct	Direct	Facebook		Direct	Google Organic	Direct		Google Organic	Google Organic	Google		Google Organic		
3	None	Facebook	Direct		Simpleview CMS	Media One PPC	Google Organic		Facebook Mobile	Enews Feb 21	Facebook		Direct none		
Top Pages Visited															
1	Black Owned Businesses	Home Page	Facts About Fayetteville		Facts About Fayetteville	Home Page	Gift Ideas		How to Spend a Weekend	Home Page	Home Page		Home Page		
2	Home Page	Places to Fish	Home Page		/blog	How to Spend a Weekend	Home Page		Home Page	Weekend	How to Spend a Weekend		Family Reunion		
3	Places to Fish	Facts about Fayetteville	Places to Fish		Fayetteville NC Restaurants	Facts About Fay	How to spend a Weekend		Meeting Space Blog	Facts	Fayetteville Facts		Spend a Weekend		
Heroes Homecoming															
Visitors	84	92	156	332	140	108	98	346	96	104	88	288	212	212	1,178
Session Duration	:10	:17	:14		1:18	1:28	0:03		:21	:01	:02		:06		
Pages/Visit	1.43	1.28	1.33		1.61	2.41	1.25		1.19	1.22	1.22		1.07		
Top Referrers															
1	Direct	Direct	Direct		Direct	Direct	Direct		Direct	Direct	Direct		Direct		
2	Bing	Facebook	Facebook		Facebook	Facebook	Baidu		Baidu	Baidu	Baidu		Baidu.com		
3	VisitFayettevilleNC	Baidu	Baidu		VisitFayettevilleNC	VisitFayettevilleNC	Facebook		Facebook	No Data	Heroes Homecoming/referral		Heroeshomecoming.com		
Top Pages Visited															
1	Home Page	Home Page	Home Page		Home Page	Home Page	Home Page		Home Page	Home Page	Home Page		home page		
2	Schedule	Spouses in Military Expo	Schedule		Schedule	Schedule	Contact		Gallery	Contact	Contact		_bfj2704		
3	About	Missing Man Project	Contact		About	About	Gallery		About	About	About		/dscn0767		
Nearly Fort Bragg															
Visitors	1,162	1,054	921	3,137	948	1,916	809	3,673	776	1,193	904	2,873	700	700	10,383
Session Duration	:08	:07	:11		:13	:15	:12		1.47	1.31	:11		:11		
Pages/Visit	1.27	1.27	1.32		1.36	1.33	1.27		:07	:06	1.36		1.2		

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Top Referrers															
1	Direct	Direct	Facebook.com		Direct	Facebook	Direct		Direct	Direct	Facebook		219 Group/Google		
2	Facebook.com	Facebook.com	Direct		219 Group/Google Ads	Direct	Facebook		Baidu	Adroll	Direct		Direct/None		
3	Adroll/219 Group	Adroll/219 Group	219 Group/Google Ads		Adroll/219 Group	Adroll/219 Group	219 Group/Google		Facebook	Baidu	Google Ads		219 Group / Adroll		
Top Pages Visited															
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay	Places to Stay		Home Page	Places to Stay	Places to Stay		places to stay		
2	Smith Lake Rec Area	Home Page	Home Page		Home Page	Home Page	Home Page		Gallery	Home Page	Home Page		home page		
3	Home Page	Smith Lake Rec Area	Smith Lake Rec Area		Smith Lake Rec Area	Get Outside	Hope Mills Twinkle Trail		About	Smith Lake	Smith Lake		Smith Lake Recreation Center		
VisitFayettevilleNC															
Visitors	30,319	27,017	27,830	85,166	38,568	42,651	32,309	113,528	27,115	26,411	36,537	90,063	43,378	43,378	332,135
Session Duration	1:18	1:18	1:19		1:18	1:02	1:17		1:09	1:14	1:21		1:09		
Pages/Visit	1.61	1.64	1.67		1.61	1.47	1.56		1.53	1.6	1:12		1.52		
Top Referrers															
1	Google/Organic	Google/Organic	Google/Organic		Google Organic	Google Organic	Google Organic		Google Organic	Google Organic	Google Organic		Google Organic		
2	Media One/Display	Media One/Display	Direct/None		Media One/Native	Media One/Native	Media One/Native		Media One Native	Media One/Display	Media One Native		Media One/native		
3	Media One/PPC	Direct	Media One/PPC		Media One/Display	Media One/Display	Direct/None		Direct	Direct	Media One Organic		Media One/Display		
Top Pages Visited															
1	Exit 49	Get-Outside (Frye Story)	Get-Outside (Frye Story)		Get Outside	Untapped Unrivald	Sweet Valley Ranch Event		Quintessential Fayetteville	Quintessential Fayetteville	Explore Like a Local		Explore Like a Local		
2	Explore/Fayetteville	Exit 49	Calendar of Events		Stop & Stretch	Golf	Quintessential Fayetteville		Explore Communities/ Fayetteville	Stop and Stretch	Memories		Memories		
3	Fayetteville-Veterans	Home Page	Things to Do		Calendar of Events	Stop and Stretch	Christmas In the Park		Get Outside	Home Page	Special Place		Special Place		
Scoutlook															
Downloads	1	0	1	2	8	1	3	12	2	2	3	7	2	2	23