

**Web Scorecard for  
 Fiscal Year 2018-2019  
 August 2018**

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
<b>Web Sites</b>					
<b>GoFayetteville</b>					
Unique Visitors	3,702	1,874		5,576	5,576
Session Duration	1:08	1:39			
Pages/Visit	1.7	2.1			
Top Referrers					
1	Google	Google			
2	direct	Direct			
3	facebook	Bing			
Top Pages Visited					
1	Home Page	Home Page			
2	Myth 1 - Fayetteville	Things To Do Page			
3	Things to Do	Museums-HistoricSites			
<b>Heritage Trails Microsite</b>					
Unique Visitors	386	343		729	729
Session Duration	:52	:44			
Pages/Visit	1.31	1.4			
Top Referrers					
1	Google	Google			
2	Direct	VisitFay			
3	VisitFayettevilleNC	Direct			
Top Pages Visited					
1	Home Page	Home Page			
2	Fish and Game Trail	Fish and Game Trail			
3	AA Heritage Trail	Civil War Trail			
<b>Heroes Homecoming</b>					
Unique Visitors	189	364		553	553
Session Duration	:35	1:51			
Pages/Visit	1.7	2.2			
Top Referrers					
1	Direct	Direct			
2	Google	Google			
3	Bing	dablaqsuit.co.za			
Top Pages Visited					
1	Home Page	Home Page			
2	Press	Missing Man Table			
3	Terms of Use	Press			

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
<b>Nearly Fort Bragg</b>					
Unique Visitors	668	994		1,662	1,662
Session Duration	:49	:38			
Pages/Visit	1.5	1.4			
Top Referrers					
1	Places To Stay	Places to stay			
2	Home Page	Home Page			
3	Things to Do	h/3876607.html			
Top Pages Visited					
1	Direct	Direct			
2	Google	Google			
3	ib.adnxs.com	ib.adnxs.com			
<b>VisitFayettevillenc</b>					
Unique Visitors	23,045	17,035		40,080	40,080
Session Duration	0:00	1:42			
Pages/Visit	1:44	2.1			
Top Referrers					
1	Google	Google			
2	Direct	Direct			
3	MediaOne (MA ads)	Media One (MA Ads)			
Top Pages Visited					
1	Fourth of July EVENT	Calendar of Events			
2	Calendar of Events	Home Page			
3	Home Page	Free Things To Do 1:44			
<b>Scoutlook</b>					
Downloads	15	10		25	25
Number of Sessions	58	47		105	105
Avg Daily Active Devices	1	1		1	1