

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

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals
Web Sites					
GoFayetteville					
Unique Visitors	4,384	1,899		6,283	6,283
Session Duration	1:11	1:06			
Pages/Visit	1.46	1.62			
Top Referrers					
1	Google	Google			
2	Direct	Direct			
3	Facebook	Facebook			
Top Pages Visited					
1	4th of July	Home Page			
2	Home Page	Places to Fish			
3	Places to Fish	Cool Places Fay NC			
Heritage Trails Microsite					
Unique Visitors	301	297		598	598
Session Duration	:46	:38			
Pages/Visit	1.25	1.26			
Top Referrers					
1	Direct	Direct			
2	Google	VisitFay			
3	VisitFay	Google			
Top Trails Visited					
1	Fish and Game	Fish and Game Trail			
2	African American Heritage	Home Page			
3	All American Adventure	African Am. Heritage			
Heroes Homecoming					
Unique Visitors	131	162		293	293
Session Duration	:20	:17			
Pages/Visit	1.46	1.64			
Top Referrers					
1	Direct	Direct			
2	Google	Google			
3	Bing	Facebook			
Top Pages Visited					
1	Home Page	Home Page			
2	Press	Press			
3	Vietnam Veterans	terms of use			

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals
Nearly Fort Bragg					
Unique Visitors	648	597		1,245	1,245
Session Duration	:32	:18			
Pages/Visit	1.26	1.25			
Top Referrers					
1	Direct	Direct			
2	ib/admxa.com	ib/admxa.com			
3	google/cpc	google/organic			
Top Pages Visited					
1	Places to Stay	Places to Stay			
2	Event Downtown Summer	Home Page			
3	Home Page	History of SL			
VisitFayettevilleNC					
Unique Visitors	36,201	25,425		61,626	61,626
Session Duration	1:21	1:33			
Pages/Visit	1.58	1.82			
Top Referrers					
1	Google	Google			
2	Direct	Direct			
3	Media One	Google CPC			
Top Pages Visited					
1	Bragg July 4	Home Page			
2	Calendar of Events	Calendar of Events			
3	Home Page	Accommodations			
Scoutlook					
Downloads	5	7		12	12