

**Web Scorecard for  
 Fiscal Year 2020-2021  
 August 2020**

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals
<b>Web Sites</b>					
<b>Go Fayetteville</b>					
Unique Visitors	4,551	3,329		7,880	7,880
Session Duration	1:25	1:21			
Pages/Visit	1.39	1.5			
Top Referrers					
1	Google/Organic	Google/Organic			
2	Direct	Direct			
3	None	Facebook			
Top Pages Visited					
1	Black Owned Businesses	Home Page			
2	Home Page	Places to Fish			
3	Places to Fish	Facts about Fayetteville			
<b>Heroes Homecoming</b>					
Unique Visitors	84	92		176	176
Session Duration	:10	:17			
Pages/Visit	1.43	1.28			
Top Referrers					
1	Direct	Direct			
2	Bing	Facebook			
3	VisitFayettevilleNC	Baidu			
Top Pages Visited					
1	Home Page	Home Page			
2	Schedule	Spouses in Military Expo			
3	About	Missing Man Project			
<b>Nearly Fort Bragg</b>					
Unique Visitors	1,162	1,054		2,216	2,216
Session Duration	:08	:07			
Pages/Visit	1.27	1.27			
Top Referrers					
1	Direct	Direct			
2	Facebook.com	Facebook.com			
3	Adroll/219 Group	Adroll/219 Group			
Top Pages Visited					
1	Places to Stay	Places to Stay			
2	Smith Lake Rec Area	Home Page			
3	Home Page	Smith Lake Rec Area			

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals
<b>VisitFayettevilleNC</b>					
Unique Visitors	30,319	27,017		57,336	57,336
Session Duration	1:18	1:18			
Pages/Visit	1.61	1.64			
Top Referrers					
1	Google/Organic	Google/Organic			
2	Media One/Display	Media One/Display			
3	Media One /PPC	Direct			
Top Pages Visited					
1	Exit 49	Get-Outside (Frye Story)			
2	Explore/Fayetteville	Exit 49			
3	Fayetteville-Veterans	Home Page			
<b>Scoutlook</b>					
Downloads	1	0		1	1