

Web Scorecard for Fiscal Year 2019-2020 December 2019

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals
Web Sites									
GoFayetteville									
Unique Visitors	4,384	1,899	1,617	7,900	1,854	2,621	2,957	7,432	15,332
Session Duration	1:11	1:06	1:19		1:23	1:05	1:06		
Pages/Visit	1.46	1.62	1.72		1.65	1.09	1.45		
Top Referrers									
1	Google	Google	Google/organic		Google organic	Google Organic	Google Organic		
2	Direct	Direct	Direct		Direct	Direct	Direct		
3	Facebook	Facebook	VisitFayNC		VisitFayetteville NC	Facebook	Facebook		
Top Pages Visited									
1	4th of July	Home Page	Home Page		Home Page	Home Page	Home Page		
2	Home Page	Places to Fish	Places to Fish		Places to Fish	Holiday Events	Christmas Lights		
3	Places to Fish	Cool Places Fay NC	Recreation/Faye -NC		Fayetteville-NC- History	Places to Fish	Holiday Events in Fayetteville		
Heroes Homecoming									
Unique Visitors	131	162	126	419	TBD	430	93	523	942
Session Duration	:20	:17	:32		TBD	1:25	:23		
Pages/Visit	1.46	1.64	1.68		TBD	1.18	1.58		
Top Referrers									
1	Direct	Direct	Direct		TBD	Direct	Direct		
2	Google	Google	Google		TBD	Media One	Facebook		
3	Bing	Facebook	Facebook		TBD	Facebook	Google organic		
Top Pages Visited									
1	Home Page	Home Page	Home Page		TBD	Home Page	Home Page		
2	Press	Press	Press		TBD	Schedule	Schedule		
3	Vietnam Veterans	terms of use	Missing Man Table		TBD	Veterans Day Parade	Missing Man Project		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals
Nearly Fort Bragg									
Unique Visitors	648	597	895	2,140	983	1,084	1,038	3,105	5,245
Session Duration	:32	:18	:18		:15	:13	:06		
Pages/Visit	1.26	1.25	1.26		1.18	1.33	1.11		
Top Referrers									
1	Direct	Direct	Direct		Direct	Direct	Direct		
2	ib/admxa.com	ib/admxa.com	b.adnxs.com / referral		Facebook	Google	google CPC		
3	google/cpc	google/organic	Google/Organic		lb..adnxs.com	clicktrack.pubmatic.com/referral	beacon-nf.rubiconproject.com / referral		
Top Pages Visited									
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay	Places to Stay		
2	Event Downtown Summer	Home Page	Home Page		Home Page	Home Page	Home Page		
3	Home Page	History of SL	History of SL		History of Spring Lake	Things to Do	History of Spring Lake		
VisitFayettevilleNC									
Unique Visitors	36,201	25,425	28,703	90,329	35,502	28,982	33,379	97,863	188,192
Session Duration	1:21	1:33	1:28		1:21	1:17	1:14		
Pages/Visit	1.58	1.82	1.66		1.63	1.28	1.54		
Top Referrers									
1	Google	Google	Google/Organic		Google Organic	Google Organic	Google Organic		
2	Direct	Direct	googleCPC		Media One	Media One/Native	Media One/Native		
3	Media One	Google CPC	Direct		Direct	Direct	Google CPC		
Top Pages Visited									
1	Bragg July 4	Home Page	International Folk Fest		Girlfriends Getaway	Girlfriends Getaway	Girlfriend's Getaway		
2	Calendar of Events	Calendar of Events	Home Page		Home Page	Home Page	Christmas in the park		
3	Home Page	Accommodations	Calendar of events		Calendar of Events	Calendar of Events	Calendar of Events		
Scoutlook									
Downloads	5	7	4	16	5	12	12	29	45