

Web Scorecard for Fiscal Year 2020-2021 December 2020

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals
Web Sites						
Go Fayetteville						
Unique Visitors	10,455	769	592	932	2,293	12,748
Session Duration		3:00	4:01	1:37		
Top Referrers						
1		Google Organic	Direct	Facebook		
2		Direct	Google Organic	Direct		
3		Simpleview CMS	Media One PPC	Google Organic		
Top Pages Visited						
1		Facts About Fayetteville	Home Page	Gift Ideas		
2		/blog	How to Spend a Weekend	Home Page		
3		Fayetteville NC Restaurants	Facts About Fay	How to spend a Weekend		
Heroes Homecoming						
Unique Visitors	332	140	108	98	346	678
Session Duration		1:18	1:28	0:03		
Pages/Visit		1.61	2.41	1.25		
Top Referrers						
1			Direct	Direct		
2			Facebook	Baidu		
3			VisitFayettevilleNC	Facebook		
Top Pages Visited						
1			Home Page	Home Page		
2			Schedule	Contact		
3			About	Gallery		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals
Nearly Fort Bragg						
Unique Visitors	3,137	948	1,916	809	3,673	6,810
Session Duration		:13	:15	:12		
Pages/Visit		1.36	1.33	1.27		
Top Referrers						
1		Direct	Facebook	Direct		
2		219 Group/Google Ads	Direct	Facebook		
3		Adroll/219 Group	Adroll/219 Group	219 Group/Google		
Top Pages Visited						
1		Places to Stay	Places to Stay	Places to Stay		
2		Home Page	Home Page	Home Page		
3		Smith Lake Rec Area	Get Outside	Hope Mills Twinkle Trail		
VisitFayettevilleNC						
Unique Visitors	85,166	38,568	42,651	32,309	113,528	198,694
Session Duration		1:18	1:02	1:17		
Pages/Visit		1.61	1.47	1.56		
Top Referrers						
1		Google Organic	Google Organic	Google Organic		
2		Media One/Native	Media One/Native	Media One/Native		
3		Media One/Display	Media One/Display	Direct/None		
Top Pages Visited						
1		Get Outside	Untapped Unrivaled	Sweet Valley Ranch Event		
2		Stop & Stretch	Golf	Quintessential Fayetteville		
3		Calendar of Events	Stop and Stretch	Christmas In the Park		
Scoutlook						
Downloads	2	8	1	3	12	14