

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

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd 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	2,141	2,257		4,398	19,730
Session Duration	1:11	1:06	1:19		1:23	1:05	1:06		:58	1:15			
Pages/Visit	1.46	1.62	1.72		1.65	1.09	1.45		1.68	1.75			
Top Referrers													
1	Google	Google	Google/organic		Google organic	Google Organic	Google Organic		Home Page	google organic			
2	Direct	Direct	Direct		Direct	Direct	Direct		Places to Fish	Direct			
3	Facebook	Facebook	VisitFayNC		VisitFayetteville NC	Facebook	Facebook		Museums/ Historic Sites	Bing organic			
Top Pages Visited													
1	4th of July	Home Page	Home Page		Home Page	Home Page	Home Page		Google	Home Page			
2	Home Page	Places to Fish	Places to Fish		Places to Fish	Holiday Events	Christmas Lights		Direct	Fayetteville NC History			
3	Places to Fish	Cool Places Fay NC	Recreation/ Fay NC		Fayetteville-NC- History	Places to Fish	Holiday Events in Fayetteville		VisitFayetteville NC	Places to Fish			
Heroes Homecoming													
Unique Visitors	131	162	126	419	TBD	430	93	523	100	96		196	1,138
Session Duration	:20	:17	:32		TBD	1:25	:23		:13	:01			
Pages/Visit	1.46	1.64	1.68		TBD	1.18	1.58		1.43	1.22			
Top Referrers													
1	Direct	Direct	Direct		TBD	Direct	Direct		Direct	Direct			
2	Google	Google	Google		TBD	Media One	Facebook		Facebook	Facebook			
3	Bing	Facebook	Facebook		TBD	Facebook	Google organic		Google	Visit Fayetteville NC			
Top Pages Visited													
1	Home Page	Home Page	Home Page		TBD	Home Page	Home Page		Home Page	Home Page			
2	Press	Press	Press		TBD	Schedule	Schedule		Schedule	Contact			
3	Vietnam Veterans	terms of use	Missing Man Table		TBD	Veterans Day Parade	Missing Man Project		Gallery	About			

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals
Nearly Fort Bragg													
Unique Visitors	648	597	895	2,140	983	1,084	1,038	3,105	1,027	812		1,839	7,084
Session Duration	:32	:18	:18		:15	:13	:06		:11	:15			
Pages/Visit	1.26	1.25	1.26		1.18	1.33	1.11		1.13	1.13			
Top Referrers													
1	Direct	Direct	Direct		Direct	Direct	Direct		Direct	Direct			
2	ib/admxa.com	ib/admxa.com	b.adnxs.com / referral		Facebook	Google	google CPC		Google CPC	Google CPC			
3	google/cpc	google/organic	Google/Organic		lb..adnxs.com	clicktrack.pubmatic.com/referral	beacon-nf.rubiconproject.com/referral		Facebook	beacon-nf.rubiconproject.com			
Top Pages Visited													
1	Places to Stay	Places to Stay	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		Home Page	Home Page			
3	Home Page	History of SL	History of SL		History of Spring Lake	Things to Do	History of Spring Lake		History	History			
VisitFayettevilleNC													
Unique Visitors	36,201	25,425	28,703	90,329	35,502	28,982	33,379	97,863	25,247	23,827		49,074	237,266
Session Duration	1:21	1:33	1:28		1:21	1:17	1:14		1:29	1:27			
Pages/Visit	1.58	1.82	1.66		1.63	1.28	1.54		1.71	1.72			
Top Referrers													
1	Google	Google	Google/Organic		Google Organic	Google Organic	Google Organic		Google Organic	Google Organic			
2	Direct	Direct	googleCPC		Media One	Media One/Native	Media One/Native		Media One	Direct			
3	Media One	Google CPC	Direct		Direct	Direct	Google CPC		Direct	Media One /PPC			
Top Pages Visited													
1	Bragg July 4	Home Page	International Folk Fest		Girlfriends Getaway	Girlfriends Getaway	Girlfriend's Getaway		Calendar of Events	Calendar of Events			
2	Calendar of Events	Calendar of Events	Home Page		Home Page	Home Page	Christmas in the park		Home Page	I-95 Plan your stay			
3	Home Page	Accommodations	Calendar of events		Calendar of Events	Calendar of Events	Calendar of Events		Family Fun (Annette Story)	Home page			
Scoutlook													
Downloads	5	7	4	16	5	12	12	29	0	2		2	47