

## Web Scorecard for Fiscal Year 2020-2021 February 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals
<b>Web Sites</b>													
<b>Go Fayetteville</b>													
Unique Visitors	4,551	3,329	2,575	10,455	769	592	932	2,293	763	540		1,303	14,051
Session Duration	1:25	1:21	1:13		3:00	4:01	1:37		2:53	2:27			
Top Referrers													
1	Google/Organic	Google/Organic	Google Organic		Google Organic	Direct	Facebook		Direct	Direct			
2	Direct	Direct	Facebook		Direct	Google Organic	Direct		Google Organic	Google Organic			
3	None	Facebook	Direct		Simpleview CMS	Media One PPC	Google Organic		Facebook Mobile	Enews Feb 21			
Top Pages Visited													
1	Black Owned Businesses	Home Page	Facts About Fayetteville		Facts About Fayetteville	Home Page	Gift Ideas		How to Spend a Weekend	Home Page			
2	Home Page	Places to Fish	Home Page		/blog	How to Spend a Weekend	Home Page		Home Page	Weekend			
3	Places to Fish	Facts about Fayetteville	Places to Fish		Fayetteville NC Restaurants	Facts About Fay	How to spend a Weekend		Meeting Space Blog	Facts			
<b>Heroes Homecoming</b>													
Unique Visitors	84	92	156	332	140	108	98	346	96	104		200	878
Session Duration	:10	:17	:14		1:18	1:28	0:03		:21	:01			
Pages/Visit	1.43	1.28	1.33		1.61	2.41	1.25		1.19	1.22			
Top Referrers													
1	Direct	Direct	Direct			Direct	Direct		Direct	Direct			
2	Bing	Facebook	Facebook			Facebook	Baidu		Baidu	Baidu			
3	VisitFayetteville NC	Baidu	Baidu			VisitFayetteville NC	Facebook		Facebook	No Data			
Top Pages Visited													
1	Home Page	Home Page	Home Page			Home Page	Home Page		Home Page	Home Page			
2	Schedule	Spouses in Military Expo	Schedule			Schedule	Contact		Gallery	Contact			
3	About	Missing Man Project	Contact			About	Gallery		About	About			

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals
<b>Nearly Fort Bragg</b>													
Unique Visitors	1,162	1,054	921	3,137	948	1,916	809	3,673	776	1,193		1,969	8,779
Session Duration	:08	:07	:11		:13	:15	:12		1.47	1.31			
Pages/Visit	1.27	1.27	1.32		1.36	1.33	1.27		:07	:06			
Top Referrers													
1	Direct	Direct	Facebook.com		Direct	Facebook	Direct		Direct	Direct			
2	Facebook.com	Facebook.com	Direct		219 Group/Google Ads	Direct	Facebook		Baidu	Adroll			
3	Adroll/219 Group	Adroll/219 Group	219 Group/Google Ads		Adroll/219 Group	Adroll/219 Group	219 Group/Google		Facebook	Baidu			
Top Pages Visited													
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay	Places to Stay		Home Page	Places to Stay			
2	Smith Lake Rec Area	Home Page	Home Page		Home Page	Home Page	Home Page		Gallery	Home Page			
3	Home Page	Smith Lake Rec Area	Smith Lake Rec Area		Smith Lake Rec Area	Get Outside	Hope Mills Twinkle Trail		About	Smith Lake			
<b>VisitFayettevilleNC</b>													
Unique Visitors	30,319	27,017	27,830	85,166	38,568	42,651	32,309	113,528	27,115	26,411		53,526	252,220
Session Duration	1:18	1:18	1:19		1:18	1:02	1:17		1:09	1:14			
Pages/Visit	1.61	1.64	1.67		1.61	1.47	1.56		1.53	1.6			
Top Referrers													
1	Google/Organic	Google/Organic	Google/Organic		Google Organic	Google Organic	Google Organic		Google Organic	Google Organic			
2	Media One/Display	Media One/Display	Direct/None		Media One/Native	Media One/Native	Media One/Native		Media One Native	Media One/Display			
3	Media One/PPC	Direct	Media One/PPC		Media One/Display	Media One/Display	Direct/None		Direct	Direct			
Top Pages Visited													
1	Exit 49	Get-Outside (Frye Story)	Get-Outside (Frye Story)		Get Outside	Untapped Unrivaled	Sweet Valley Ranch Event		Quintessential Fayetteville	Quintessential Fayetteville			
2	Explore/Fayetteville	Exit 49	Calendar of Events		Stop & Stretch	Golf	Quintessential Fayetteville		Explore Communities/Fayetteville	Stop and Stretch			
3	Fayetteville-Veterans	Home Page	Things to Do		Calendar of Events	Stop and Stretch	Christmas In the Park		Get Outside	Home Page			
<b>Scoutlook</b>													
Downloads	1	0	1	2	8	1	3	12	2	2		4	18