

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

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals
<b>Web Sites</b>													
<b>GoFayetteville</b>													
Unique Visitors	4,384	1,899	1,617	<b>7,900</b>	1,854	2,621	2,957	<b>7,432</b>	2,141			<b>2,141</b>	<b>17,473</b>
Session Duration	1:11	1:06	1:19		1:23	1:05	1:06		:58				
Pages/Visit	1.46	1.62	1.72		1.65	1.09	1.45		1.68				
Top Referrers													
1	Google	Google	Google/organic		Google organic	Google Organic	Google Organic		Home Page				
2	Direct	Direct	Direct		Direct	Direct	Direct		Places to Fish				
3	Facebook	Facebook	VisitFayNC		VisitFayettevilleNC	Facebook	Facebook		Museums/Historic Sites				
Top Pages Visited													
1	4th of July	Home Page	Home Page		Home Page	Home Page	Home Page		Google				
2	Home Page	Places to Fish	Places to Fish		Places to Fish	Holiday Events	Christmas Lights		Direct				
3	Places to Fish	Cool Places Fay NC	Recreation/Faye-NC		Fayetteville-NC-History	Places to Fish	Holiday Events in Fayetteville		VisitFayettevilleNC				
<b>Heroes Homecoming</b>													
Unique Visitors	131	162	126	<b>419</b>	TBD	430	93	<b>523</b>	100			<b>100</b>	<b>1,042</b>
Session Duration	:20	:17	:32		TBD	1:25	:23		:13				
Pages/Visit	1.46	1.64	1.68		TBD	1.18	1.58		1.43				
Top Referrers													
1	Direct	Direct	Direct		TBD	Direct	Direct		direct				
2	Google	Google	Google		TBD	Media One	Facebook		Facebook				
3	Bing	Facebook	Facebook		TBD	Facebook	Google organic		Google				

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Top Pages Visited													
1	Home Page	Home Page	Home Page		TBD	Home Page	Home Page		Home Page				
2	Press	Press	Press		TBD	Schedule	Schedule		Schedule				
3	Vietnam Veterans	terms of use	Missing Man Table		TBD	Veterans Day Parade	Missing Man Project		Gallery				
<b>Nearly Fort Bragg</b>													
Unique Visitors	648	597	895	2,140	983	1,084	1,038	3,105	1,027			1,027	6,272
Session Duration	:32	:18	:18		:15	:13	:06		:11				
Pages/Visit	1.26	1.25	1.26		1.18	1.33	1.11		1.13				
Top Referrers													
1	Direct	Direct	Direct		Direct	Direct	Direct		Direct				
2	ib/admxa.com	ib/admxa.com	b.adnxs.com / referral		Facebook	Google	google CPC		Google CPC				
3	google/cpc	google/organic	Google/Organic		lb..adnxs.com	clicktrack.pubmatic.com / referral	beaconf.rubiconproject.com / referral		Facebook				
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				
2	Event Downtown Summer	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				
<b>VisitFayettevilleNC</b>													
Unique Visitors	36,201	25,425	28,703	90,329	35,502	28,982	33,379	97,863	25,247			25,247	213,439
Session Duration	1:21	1:33	1:28		1:21	1:17	1:14		1:29				
Pages/Visit	1.58	1.82	1.66		1.63	1.28	1.54		1.71				
Top Referrers													
1	Google	Google	Google/Organic		Google Organic	Google Organic	Google Organic		Google Organic				
2	Direct	Direct	googleCPC		Media One	Media One/Native	Media One/Native		Media One				
3	Media One	Google CPC	Direct		Direct	Direct	Google CPC		Direct				

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Top Pages Visited													
1	Bragg July 4	Home Page	International Folk Fest		Girlfriends Getaway	Girlfriends Getaway	Girlfriend's Getaway		Calendar of Events				
2	Calendar of Events	Calendar of Events	Home Page		Home Page	Home Page	Christmas in the park		Home Page				
3	Home Page	Accommodations	Calendar of events		Calendar of Events	Calendar of Events	Calendar of Events		Family Fun (Annette Story)				
<b>Scoutlook</b>													
Downloads	5	7	4	16	5	12	12	29	0			0	45