

Web Scorecard for Fiscal Year 2020-2021 January 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	3rd Quarter	FY 2021 Totals
Web Sites											
Go Fayetteville											
Unique Visitors	4,551	3,329	2,575	10,455	769	592	932	2,293	763	763	13,511
Session Duration	1:25	1:21	1:13		3:00	4:01	1:37		2:53		
Top Referrers											
1	Google/Organic	Google/Organic	Google Organic		Google Organic	Direct	Facebook		Direct		
2	Direct	Direct	Facebook		Direct	Google Organic	Direct		Google Organic		
3	None	Facebook	Direct		Simpleview CMS	Media One PPC	Google Organic		Facebook Mobile		
Top Pages Visited											
1	Black Owned Businesses	Home Page	Facts About Fayetteville		Facts About Fayetteville	Home Page	Gift Ideas		How to Spend a Weekend		
2	Home Page	Places to Fish	Home Page		/blog	How to Spend a Weekend	Home Page		Home Page		
3	Places to Fish	Facts about Fayetteville	Places to Fish		Fayetteville NC Restaurants	Facts About Fay	How to spend a Weekend		Meeting Space Blog		
Heroes Homecoming											
Unique Visitors	84	92	156	332	140	108	98	346	96	96	774
Session Duration	:10	:17	:14		1:18	1:28	0:03		:21		
Pages/Visit	1.43	1.28	1.33		1.61	2.41	1.25		1.19		
Top Referrers											
1	Direct	Direct	Direct			Direct	Direct		Direct		
2	Bing	Facebook	Facebook			Facebook	Baidu		Baidu		
3	VisitFayettevilleNC	Baidu	Baidu			VisitFayettevilleNC	Facebook		Facebook		
Top Pages Visited											
1	Home Page	Home Page	Home Page			Home Page	Home Page		Home Page		
2	Schedule	Spouses in Military Expo	Schedule			Schedule	Contact		Gallery		
3	About	Missing Man Project	Contact			About	Gallery		About		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	3rd Quarter	FY 2021 Totals
Nearly Fort Bragg											
Unique Visitors	1,162	1,054	921	3,137	948	1,916	809	3,673	776	776	7,586
Session Duration	:08	:07	:11		:13	:15	:12		1.47		
Pages/Visit	1.27	1.27	1.32		1.36	1.33	1.27		:07		
Top Referrers											
1	Direct	Direct	Facebook.com		Direct	Facebook	Direct		Direct		
2	Facebook.com	Facebook.com	Direct		219 Group/Google Ads	Direct	Facebook		Baidu		
3	Adroll/219 Group	Adroll/219 Group	219 Group/Google Ads		Adroll/219 Group	Adroll/219 Group	219 Group/Google		Facebook		
Top Pages Visited											
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay	Places to Stay		Home Page		
2	Smith Lake Rec Area	Home Page	Home Page		Home Page	Home Page	Home Page		Gallery		
3	Home Page	Smith Lake Rec Area	Smith Lake Rec Area		Smith Lake Rec Area	Get Outside	Hope Mills Twinkle Trail		About		
VisitFayettevilleNC											
Unique Visitors	30,319	27,017	27,830	85,166	38,568	42,651	32,309	113,528	27,115	27,115	225,809
Session Duration	1:18	1:18	1:19		1:18	1:02	1:17		1:09		
Pages/Visit	1.61	1.64	1.67		1.61	1.47	1.56		1.53		
Top Referrers											
1	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		
3	Media One/PPC	Direct	Media One/PPC		Media One/Display	Media One/Display	Direct/None		Direct		
Top Pages Visited											
1	Exit 49	Get-Outside (Frye Story)	Get-Outside (Frye Story)		Get Outside	Untapped/Unrivald	Sweet Valley Ranch Event		Quintessential Fayetteville		
2	Explore/Fayetteville	Exit 49	Calendar of Events		Stop & Stretch	Golf	Quintessential Fayetteville		Explore Communities/ Fayetteville		
3	Fayetteville-Veterans	Home Page	Things to Do		Calendar of Events	Stop and Stretch	Christmas In the Park		Get Outside		
Scoutlook											
Downloads	1	0	1	2	8	1	3	12	2	2	16