

Web Scorecard for Fiscal Year 2019-2020 July 2019

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals
Web Sites					
GoFayetteville					
Unique Visitors	4,384			4,384	4,384
Session Duration	1:11				
Pages/Visit	1.46				
Top Referrers					
1	Google				
2	Direct				
3	Facebook				
Top Pages Visited					
1	4th of July				
2	Home Page				
3	Places to Fish				
Heritage Trails Microsite					
Unique Visitors	301			301	301
Session Duration	:46				
Pages/Visit	1.25				
Top Referrers					
1	Direct				
2	Google				
3	VisitFayettevilleNC				
Top Trails Visited					
1	Fish and Game				
2	African American Heritage				
3	All American Adventure				
Heroes Homecoming					
Unique Visitors	131			131	131
Session Duration	:20				
Pages/Visit	1.46				
Top Referrers					
1	Direct				
2	Google				
3	Bing				

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals
Top Pages Visited					
1	Home Page				
2	Press				
3	Vietnam Veterans				
Nearly Fort Bragg					
Unique Visitors	648			648	648
Session Duration	:32				
Pages/Visit	1.26				
Top Referrers					
1	Direct				
2	ib/admxa.com				
3	google/cpc				
Top Pages Visited					
1	Places to Stay				
2	Event Downtown Summer				
3	Home Page				
VisitFayettevilleNC					
Unique Visitors	36,201			36,201	36,201
Session Duration	1:21				
Pages/Visit	1.58				
Top Referrers					
1	Google				
2	Direct				
3	Media One				
Top Pages Visited					
1	Bragg July 4				
2	Calendar of Events				
3	Home Page				
Scoutlook					
Downloads	5			5	5