

Web Scorecard for Fiscal Year 2020-2021 July 2020

Description	JUL	1st Quarter	FY 2021 Totals
Web Sites			
GoFayetteville			
Unique Visitors	4,551	4,551	4,551
Session Duration	1:25		
Pages/Visit	1.39		
Top Referrers			
1	Google/Organic		
2	Direct		
3	None		
Top Pages Visited			
1	Black Owned Businesses		
2	Home Page		
3	Places to Fish		
Heroes Homecoming			
Unique Visitors	84	84	84
Session Duration	:10		
Pages/Visit	1.43		
Top Referrers			
1	Direct		
2	Bing		
3	VisitFayettevilleNC		
Top Pages Visited			
1	Home Page		
2	Schedule		
3	About		
Nearly Fort Bragg			
Unique Visitors	1,162	1,162	1,162
Session Duration	:08		
Pages/Visit	1.27		
Top Referrers			
1	Direct		
2	Facebook.com		
3	Adroll/219 Group		

Description	JUL	1st Quarter	FY 2021 Totals
Top Pages Visited			
1	Places to stay		
2	Smith Lake Rec Area		
3	Home Page		
VisitFayettevilleNC			
Unique Visitors	30,319	30,319	30,319
Session Duration	1:18		
Pages/Visit	1.61		
Top Referrers			
1	Google Organic		
2	Media One/Display		
3	Media One /PPC		
Top Pages Visited			
1	Exit 49		
2	Explore / Fayetteville		
3	Fayetteville-Veterans		
Scoutlook			
Downloads	1	1	1