

Web Scorecard for Fiscal Year 2019-2020 March 2020

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals
Web Sites							
GoFayetteville							
Unique Visitors	7,900	7,432	2,141	2,257	2,090	6,488	21,820
Session Duration			:58	1:15	1:01		
Pages/Visit			1.68	1.75	1.53		
Top Referrers							
1			Home Page	google organic	Google		
2			Places to Fish	Direct	Direct		
3			Museums/Historic Sites	Bing organic	Fayetteville		
Top Pages Visited							
1			Google	Home Page	Home page		
2			Direct	Fayetteville NC History	Places to Fish		
3			VisitFayettevilleNC	Places to Fish	Running-Fayetteville		
Heroes Homecoming							
Unique Visitors	419	523	100	96	63	259	1,201
Session Duration			:13	:01	:03		
Pages/Visit			1.43	1.22	1.39		
Top Referrers							
1			Direct	Direct	Direct		
2			Facebook	Facebook	Facebook		
3			Google	VisitFayettevilleNC	Ameliashome.xyz		
Top Pages Visited							
1			Home Page	Home Page	Home		
2			Schedule	Contact	Gallery		
3			Gallery	About	Contact		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals
Nearly Fort Bragg							
Unique Visitors	2,140	3,105	1,027	812	1,113	2,952	8,197
Session Duration			:11	:15	:12		
Pages/Visit			1.13	1.13	1.22		
Top Referrers							
1			Direct	Direct	Direct		
2			Google CPC	Google CPC	219 Group Adroll		
3			Facebook	beacon-nf.rubiconproject.com	219 Group/google		
Top Pages Visited							
1			Places to Stay	Places to Stay	Places to Stay		
2			Home Page	Home Page	Home Page		
3			History	History	Places to Eat		
VisitFayettevilleNC							
Unique Visitors	90,329	97,863	25,247	23,827	25,683	74,757	262,949
Session Duration			1:29	1:27	1:21		
Pages/Visit			1.71	1.72	1.62		
Top Referrers							
1			Google Organic	Google Organic	Google Organic		
2			Media One	Direct	Media One/display		
3			Direct	Media One /PPC	Direct/none		
Top Pages Visited							
1			Calendar of Events	Calendar of Events	Corona-Virus (Landing Page)		
2			Home Page	I-95 Plan your stay	CoronaVirus (Microsite)		
3			Family Fun (Annette Story)	Home page	Overnight-Stay-Exit-I95-exit 49		
Scoutlook							
Downloads	16	29	0	2	2	4	49