

Web Scorecard for Fiscal Year 2020-2021 March 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals
Web Sites													
Go Fayetteville													
Visitors	4,551	3,329	2,575	10,455	769	592	932	2,293	763	540	975	2,278	15,026
Session Duration	1:25	1:21	1:13		3:00	4:01	1:37		2:53	2:27	2:35		
Top Referrers													
1	Google/Organic	Google/Organic	Google Organic		Google Organic	Direct	Facebook		Direct	Direct	Direct		
2	Direct	Direct	Facebook		Direct	Google Organic	Direct		Google Organic	Google Organic	Google		
3	None	Facebook	Direct		Simpleview CMS	Media One PPC	Google Organic		Facebook Mobile	Enews Feb 21	Facebook		
Top Pages Visited													
1	Black Owned Businesses	Home Page	Facts About Fayetteville		Facts About Fayetteville	Home Page	Gift Ideas		How to Spend a Weekend	Home Page	Home Page		
2	Home Page	Places to Fish	Home Page		/blog	How to Spend a Weekend	Home Page		Home Page	Weekend	How to Spend a Weekend		
3	Places to Fish	Facts about Fayetteville	Places to Fish		Fayetteville NC Restaurants	Facts About Fay	How to spend a Weekend		Meeting Space Blog	Facts	Fayetteville Facts		
Heroes Homecoming													
Visitors	84	92	156	332	140	108	98	346	96	104	88	288	966
Session Duration	:10	:17	:14		1:18	1:28	0:03		:21	:01	:02		
Pages/Visit	1.43	1.28	1.33		1.61	2.41	1.25		1.19	1.22	1.22		
Top Referrers													
1	Direct	Direct	Direct			Direct	Direct		Direct	Direct	Direct		
2	Bing	Facebook	Facebook			Facebook	Baidu		Baidu	Baidu	Baidu		
3	VisitFayettevilleNC	Baidu	Baidu			VisitFayettevilleNC	Facebook		Facebook	No Data	Heroes Homecoming/referral		
Top Pages Visited													
1	Home Page	Home Page	Home Page			Home Page	Home Page		Home Page	Home Page	Home Page		
2	Schedule	Spouses in Military Expo	Schedule			Schedule	Contact		Gallery	Contact	Contact		
3	About	Missing Man Project	Contact			About	Gallery		About	About	About		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals
Nearly Fort Bragg													
Visitors	1,162	1,054	921	3,137	948	1,916	809	3,673	776	1,193	904	2,873	9,683
Session Duration	:08	:07	:11		:13	:15	:12		1.47	1.31	:11		
Pages/Visit	1.27	1.27	1.32		1.36	1.33	1.27		:07	:06	1.36		
Top Referrers													
1	Direct	Direct	Facebook.com		Direct	Facebook	Direct		Direct	Direct	Facebook		
2	Facebook.com	Facebook.com	Direct		219 Group/Google Ads	Direct	Facebook		Baidu	Adroll	Direct		
3	Adroll/219 Group	Adroll/219 Group	219 Group/Google Ads		Adroll/219 Group	Adroll/219 Group	219 Group/Google		Facebook	Baidu	Google Ads		
Top Pages Visited													
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay	Places to Stay		Home Page	Places to Stay	Places to Stay		
2	Smith Lake Rec Area	Home Page	Home Page		Home Page	Home Page	Home Page		Gallery	Home Page	Home Page		
3	Home Page	Smith Lake Rec Area	Smith Lake Rec Area		Smith Lake Rec Area	Get Outside	Hope Mills Twinkle Trail		About	Smith Lake	Smith Lake		
VisitFayettevilleNC													
Visitors	30,319	27,017	27,830	85,166	38,568	42,651	32,309	113,528	27,115	26,411	36,537	90,063	288,757
Session Duration	1:18	1:18	1:19		1:18	1:02	1:17		1:09	1:14	1.21		
Pages/Visit	1.61	1.64	1.67		1.61	1.47	1.56		1.53	1.6	1:12		
Top Referrers													
1	Google/Organic	Google/Organic	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	Media One/Display	Media One Native		
3	Media One/PPC	Direct	Media One/PPC		Media One/Display	Media One/Display	Direct/None		Direct	Direct	Media One Organic		
Top Pages Visited													
1	Exit 49	Get-Outside (Frye Story)	Get-Outside (Frye Story)		Get Outside	Untapped Unrivaled	Sweet Valley Ranch Event		Quintessential Fayetteville	Quintessential Fayetteville	Explore Like a Local		
2	Explore/Fayetteville	Exit 49	Calendar of Events		Stop & Stretch	Golf	Quintessential Fayetteville		Explore Communities/ Fayetteville	Stop and Stretch	Memories		
3	Fayetteville-Veterans	Home Page	Things to Do		Calendar of Events	Stop and Stretch	Christmas In the Park		Get Outside	Home Page	Special Place		
Scoutlook													
Downloads	1	0	1	2	8	1	3	12	2	2	3	7	21