

**Web Scorecard for  
 Fiscal Year 2019-2020  
 May 2020**

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals
<b>Web Sites</b>																
<b>GoFayetteville</b>																
Unique Visitors	4,384	1,899	1,617	7,900	1,854	2,621	2,957	7,432	2,141	2,257	2,090	6,488	1,760	3,129	4,889	26,709
Session Duration	1:11	1:06	1:19		1:23	1:05	1:06		:58	1:15	1:01		1:10	1:04		
Pages/Visit	1.46	1.62	1.72		1.65	1.09	1.45		1.68	1.75	1.53		1.42	1.13		
Top Referrers																
1	Google	Google	Google/organic		Google organic	Google Organic	Google Organic		Home Page	google organic	Google		Google Organic	Google		
2	Direct	Direct	Direct		Direct	Direct	Direct		Places to Fish	Direct	Direct		Direct	Direct		
3	Facebook	Facebook	VisitFayNC		VisitFayettevilleNC	Facebook	Facebook		Museums/HistoricSites	Bing organic	Fayetteville		Bing Organic	Facebook		
Top Pages Visited																
1	4th of July	Home Page	Home Page		Home Page	Home Page	Home Page		Google	Home Page	Home page		Places to Fish	places to fish		
2	Home Page	Places to Fish	Places to Fish		Places to Fish	Holiday Events	Christmas Lights		Direct	Fayetteville NC History	Places to Fish		Home Page	Home Page		
3	Places to Fish	Cool Places Fay NC	Recreation/Fayette-NC		Fayetteville-NC-History	Places to Fish	Holiday Events in Fayetteville		VisitFayettevilleNC	Places to Fish	Running-Fayetteville		Fayetteville-NC History	Facts about Fayetteville		
<b>Heroes Homecoming</b>																
Unique Visitors	131	162	126	419	TBD	430	93	523	100	96	63	259	110	204	314	1,515
Session Duration	:20	:17	:32		TBD	1:25	:23		:13	:01	:03		:18	:04		
Pages/Visit	1.46	1.64	1.68		TBD	1.18	1.58		1.43	1.22	1.39		1.3	1.7		
Top Referrers																
1	Direct	Direct	Direct		TBD	Direct	Direct		Direct	Direct	Direct		Direct	automatedtraffic4free.host / referral		
2	Google	Google	Google		TBD	Media One	Facebook		Facebook	Facebook	Facebook		Bing Organic	direct		
3	Bing	Facebook	Facebook		TBD	Facebook	Google organic		Google	VisitFayetteville NC	Ameliashome .xyz		Facebook	Facebook		
Top Pages Visited																
1	Home Page	Home Page	Home Page		TBD	Home Page	Home Page		Home Page	Home Page	Home		Home	Home		
2	Press	Press	Press		TBD	Schedule	Schedule		Schedule	Contact	Gallery		Schedule	Schedule		
3	Vietnam Veterans	terms of use	Missing Man Table		TBD	Veterans Day Parade	Missing Man Project		Gallery	About	Contact		Account	Content		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals
<b>Nearly Fort Bragg</b>																
Unique Visitors	648	597	895	2,140	983	1,084	1,038	3,105	1,027	812	1,113	2,952	53	279	332	8,529
Session Duration	:32	:18	:18		:15	:13	:06		:11	:15	:12		:24	:36		
Pages/Visit	1.26	1.25	1.26		1.18	1.33	1.11		1.13	1.13	1.22		1.04	1.39		
Top Referrers																
1	Direct	Direct	Direct		Direct	Direct	Direct		Direct	Direct	Direct		Google Organic	219 Group/Google		
2	ib/admxa.com	ib/admxa.com	b.adnxs.com / referral		Facebook	Google	google CPC		Google CPC	Google CPC	219 Group Adroll		Direct - None	Google		
3	google/cpc	google/organic	Google/Organic		lb..adnxs.com	clicktrack.pubmatic.com/referral	beaconf.rubiconproject.com/referral		Facebook	beaconf.rubiconproject.com	219 group / google		Facebook	Direct		
Top Pages Visited																
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay	Places to Stay		Home Page	Social Distancing Fun		
2	Event Downtown Summer	Home Page	Home Page		Home Page	Home Page	Home Page		Home Page	Home Page	Home Page		smith lake rec center	Home Page		
3	Home Page	History of SL	History of SL		History of Spring Lake	Things to Do	History of Spring Lake		History	History	Places to Eat		History of SL	Things to do		
<b>VisitFayettevilleNC</b>																
Unique Visitors	36,201	25,425	28,703	90,329	35,502	28,982	33,379	97,863	25,247	23,827	25,683	74,757	11,954	20,479	32,433	295,382
Session Duration	1:21	1:33	1:28		1:21	1:17	1:14		1:29	1:27	1:21		1:34	1:24		
Pages/Visit	1.58	1.82	1.66		1.63	1.28	1.54		1.71	1.72	1.62		1.75	1.64		
Top Referrers																
1	Google	Google	Google/Organic		Google Organic	Google Organic	Google Organic		Google Organic	Google Organic	Google Organic		Google organic	Google Organic		
2	Direct	Direct	googleCPC		Media One	Media One/Native	Media One/Native		Media One	Direct	Media One/display		Direct / none	Direct None		
3	Media One	Google CPC	Direct		Direct	Direct	Google CPC		Direct	Media One /PPC	Direct/none		Media One ppc	media One display		
Top Pages Visited																
1	Bragg July 4	Home Page	International Folk Fest		Girlfriends Getaway	Girlfriends Getaway	Girlfriend's Getaway		Calendar of Events	Calendar of Events	Corona-Virus		Coronavirus	Overnight Stay - I95		
2	Calendar of Events	Calendar of Events	Home Page		Home Page	Home Page	Christmas in the park		Home Page	I-95 Plan your stay	Corona-Virus		Home Page	Corona Virus		
3	Home Page	Accommodations	Calendar of events		Calendar of Events	Calendar of Events	Calendar of Events		Family Fun (Annette Story)	Home page	Overnight-Stay-Exit-I95-exit 49		Overnight Stay - Exit I95	Home Page		
<b>Scoutlook</b>																
Downloads	5	7	4	16	5	12	12	29	0	2	2	4	49	77	126	175