

## Web Scorecard for Fiscal Year 2019-2020 November 2019

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals
<b>Web Sites</b>									
<b>GoFayetteville</b>									
Unique Visitors	4,384	1,899	1,617	<b>7,900</b>	1,854	2,621		<b>4,475</b>	<b>12,375</b>
Session Duration	1:11	1:06	1:19		1:23	1:05			
Pages/Visit	1.46	1.62	1.72		1.65	1.09			
Top Referrers									
1	Google	Google	Google/organic		Google organic	Google Organic			
2	Direct	Direct	Direct		Direct	Direct			
3	Facebook	Facebook	VisitFayNC		VisitFayettevilleNC	Facebook			
Top Pages Visited									
1	4th of July	Home Page	Home Page		Home Page	Home Page			
2	Home Page	Places to Fish	Places to Fish		Places to Fish	Holiday Events			
3	Places to Fish	Cool Places Fay NC	Recreation/Faye-NC		Fayetteville-NC- History	Places to Fish			
<b>Heroes Homecoming</b>									
Unique Visitors	131	162	126	<b>419</b>	TBD	430		<b>430</b>	<b>849</b>
Session Duration	:20	:17	:32		TBD	1:25			
Pages/Visit	1.46	1.64	1.68		TBD	1.18			
Top Referrers									
1	Direct	Direct	Direct		TBD	Direct			
2	Google	Google	Google		TBD	Media One			
3	Bing	Facebook	Facebook		TBD	Facebook			
Top Pages Visited									
1	Home Page	Home Page	Home Page		TBD	Home Page			
2	Press	Press	Press		TBD	Schedule			
3	Vietnam Veterans	terms of use	Missing Man Table		TBD	Veterans Day Parade			

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals
<b>Nearly Fort Bragg</b>									
Unique Visitors	648	597	895	2,140	983	1,084		2,067	4,207
Session Duration	:32	:18	:18		:15	:13			
Pages/Visit	1.26	1.25	1.26		1.18	1.33			
Top Referrers									
1	Direct	Direct	Direct		Direct	Direct			
2	ib/admxa.com	ib/admxa.com	b.adnxs.com / referral		Facebook	Google			
3	google/cpc	google/organic	Google/Organic		lb..adnxs.com	clicktrack.pubmatic.com/referral			
Top Pages Visited									
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay			
2	Event Downtown Summer	Home Page	Home Page		Home Page	Home Page			
3	Home Page	History of SL	History of SL		History of Spring Lake	Things to Do			
<b>VisitFayettevilleNC</b>									
Unique Visitors	36,201	25,425	28,703	90,329	35,502	28,982		64,484	154,813
Session Duration	1:21	1:33	1:28		1:21	1:17			
Pages/Visit	1.58	1.82	1.66		1.63	1.28			
Top Referrers									
1	Google	Google	Google/Organic		Google Organic	Google Organic			
2	Direct	Direct	googleCPC		Media One	Media One/Native			
3	Media One	Google CPC	Direct		Direct	Direct			
Top Pages Visited									
1	Bragg July 4	Home Page	International Folk Fest		Girlfriends Getaway	Girlfriends Getaway			
2	Calendar of Events	Calendar of Events	Home Page		Home Page	Home Page			
3	Home Page	Accommodations	Calednar of events		Calendar of Events	Calendar of Events			
<b>Scoutlook</b>									
Downloads	5	7	4	16	5	0		5	21