

Web Scorecard for Fiscal Year 2020-2021 November 2020

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd Quarter	FY 2021 Totals
Web Sites								
Go Fayetteville								
Unique Visitors	4,551	3,329	2,575	10,455	769	592	1,361	11,816
Session Duration	1:25	1:21	1:13		3:00	4:01		
Top Referrers								
1	Google/Organic	Google/Organic	Google Organic		Google Organic	Direct		
2	Direct	Direct	Facebook		Direct	Google Organic		
3	None	Facebook	Direct		Simpleview CMS	Media One PPC		
Top Pages Visited								
1	Black Owned Businesses	Home Page	Facts About Fayetteville		Facts About Fayetteville	Home Page		
2	Home Page	Places to Fish	Home Page		/blog	How to Spend a Weekend		
3	Places to Fish	Facts about Fayetteville	Places to Fish		Fayetteville NC Restaurants	Facts About Fay		
Heroes Homecoming								
Unique Visitors	84	92	156	332	140	108	248	580
Session Duration	:10	:17	:14		1:18	1:28		
Pages/Visit	1.43	1.28	1.33		1.61	2.41		
Top Referrers								
1	Direct	Direct	Direct			Direct		
2	Bing	Facebook	Facebook			Facebook		
3	VisitFayettevilleNC	Baidu	Baidu			VisitFayettevilleNC		
Top Pages Visited								
1	Home Page	Home Page	Home Page			Home Page		
2	Schedule	Spouses in Military Expo	Schedule			Schedule		
3	About	Missing Man Project	Contact			About		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd Quarter	FY 2021 Totals
Nearly Fort Bragg								
Unique Visitors	1,162	1,054	921	3,137	948	1,916	2,864	6,001
Session Duration	:08	:07	:11		:13	:15		
Pages/Visit	1.27	1.27	1.32		1.36	1.33		
Top Referrers								
1	Direct	Direct	Facebook.com		Direct	Facebook		
2	Facebook.com	Facebook.com	Direct		219 Group/Google Ads	Direct		
3	Adroll/219 Group	Adroll/219 Group	219 Group/Google Ads		Adroll/219 Group	Adroll/219 Group		
Top Pages Visited								
1	Places to Stay	Places to Stay	Places to Stay		Places to Stay	Places to Stay		
2	Smith Lake Rec Area	Home Page	Home Page		Home Page	Home Page		
3	Home Page	Smith Lake Rec Area	Smith Lake Rec Area		Smith Lake Rec Area	Get Outside		
VisitFayettevilleNC								
Unique Visitors	30,319	27,017	27,830	85,166	38,568	42,651	81,219	166,385
Session Duration	1:18	1:18	1:19		1:18	1:02		
Pages/Visit	1.61	1.64	1.67		1.61	1.47		
Top Referrers								
1	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		
3	Media One/PPC	Direct	Media One/PPC		Media One/Display	Media One/Display		
Top Pages Visited								
1	Exit 49	Get-Outside (Frye Story)	Get-Outside (Frye Story)		Get Outside	UntappedUnrivald		
2	Explore/Fayetteville	Exit 49	Calendar of Events		Stop & Stretch	Golf		
3	Fayetteville-Veterans	Home Page	Things to Do		Calendar of Events	Stop and Stretch		
Scoutlook								
Downloads	1	0	1	2	8	1	9	11