

Web Scorecard for Fiscal Year 2019-2020 October 2019

| Description | JUL | AUG | SEP | 1st Quarter | OCT | NOV | DEC | 2nd Quarter | FY 2020 Totals |
|--------------------------|------------------|--------------------|--------------------|----------------|-------------------------|-----|-----|----------------|-------------------|
| Web Sites | | | | | | | | | |
| GoFayetteville | | | | | | | | | |
| Unique Visitors | 4,384 | 1,899 | 1,617 | 7,900 | 1,854 | | | 1,854 | 9,754 |
| Session Duration | 1:11 | 1:06 | 1:19 | | 1:23 | | | | |
| Pages/Visit | 1.46 | 1.62 | 1.72 | | 1.65 | | | | |
| Top Referrers | | | | | | | | | |
| 1 | Google | Google | Google/organic | | Google organic | | | | |
| 2 | Direct | Direct | Direct | | Direct | | | | |
| 3 | Facebook | Facebook | VisitFayNC | | VisitFayettevilleNC | | | | |
| Top Pages Visited | | | | | | | | | |
| 1 | 4th of July | Home Page | Home Page | | Home Page | | | | |
| 2 | Home Page | Places to Fish | Places to Fish | | Places to Fish | | | | |
| 3 | Places to Fish | Cool Places Fay NC | Recreation/Faye-NC | | Fayetteville-NC-History | | | | |
| Heroes Homecoming | | | | | | | | | |
| Unique Visitors | 131 | 162 | 126 | 419 | TBD | | | 0 | 419 |
| Session Duration | :20 | :17 | :32 | | TBD | | | | |
| Pages/Visit | 1.46 | 1.64 | 1.68 | | TBD | | | | |
| Top Referrers | | | | | | | | | |
| 1 | Direct | Direct | Direct | | TBD | | | | |
| 2 | Google | Google | Google | | TBD | | | | |
| 3 | Bing | Facebook | Facebook | | TBD | | | | |
| Top Pages Visited | | | | | | | | | |
| 1 | Home Page | Home Page | Home Page | | TBD | | | | |
| 2 | Press | Press | Press | | TBD | | | | |
| 3 | Vietnam Veterans | terms of use | Missing Man Table | | TBD | | | | |
| Nearly Fort Bragg | | | | | | | | | |
| Unique Visitors | 648 | 597 | 895 | 2,140 | 983 | | | 983 | 3,123 |
| Session Duration | :32 | :18 | :18 | | :15 | | | | |
| Pages/Visit | 1.26 | 1.25 | 1.26 | | 1.18 | | | | |

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|----------------------------|-----------------------|--------------------|-------------------------|---------------|------------------------|-----|-----|---------------|----------------|
| Top Referrers | | | | | | | | | |
| 1 | Direct | Direct | Direct | | Direct | | | | |
| 2 | ib/admxa.com | ib/admxa.com | b.adnxs.com / referral | | Facebook | | | | |
| 3 | google/cpc | google/organic | Google/Organic | | lb..adnxs.com | | | | |
| Top Pages Visited | | | | | | | | | |
| 1 | Places to Stay | Places to Stay | Places to Stay | | Places to Stay | | | | |
| 2 | Event Downtown Summer | Home Page | Home Page | | Home Page | | | | |
| 3 | Home Page | History of SL | History of SL | | History of Spring Lake | | | | |
| VisitFayettevilleNC | | | | | | | | | |
| Unique Visitors | 36,201 | 25,425 | 28,703 | 90,329 | 35,502 | | | 35,502 | 125,831 |
| Session Duration | 1:21 | 1:33 | 1:28 | | 1:21 | | | | |
| Pages/Visit | 1.58 | 1.82 | 1.66 | | 1.63 | | | | |
| Top Referrers | | | | | | | | | |
| 1 | Google | Google | Google/Organic | | Google Organic | | | | |
| 2 | Direct | Direct | Google CPC | | Media One | | | | |
| 3 | Media One | Google CPC | Direct | | Direct | | | | |
| Top Pages Visited | | | | | | | | | |
| 1 | Bragg July 4 | Home Page | International Folk Fest | | Girlfriends Getaway | | | | |
| 2 | Calendar of Events | Calendar of Events | Home Page | | Home Page | | | | |
| 3 | Home Page | Accommodations | Calendar of Events | | Calendar of Events | | | | |
| Scoutlook | | | | | | | | | |
| Downloads | 5 | 7 | 4 | 16 | 5 | | | 5 | 21 |