

Web Scorecard for Fiscal Year 2020-2021 October 2020

| Description | JUL | AUG | SEP | 1st Quarter | OCT | 2nd Quarter | FY 2021 Totals |
|--------------------------|------------------------|--------------------------|--------------------------|----------------|-----------------------------|----------------|-------------------|
| Web Sites | | | | | | | |
| Go Fayetteville | | | | | | | |
| Unique Visitors | 4,551 | 3,329 | 2,575 | 10,455 | 769 | 769 | 11,224 |
| Session Duration | 1:25 | 1:21 | 1:13 | | 3:00 | | |
| Top Referrers | | | | | | | |
| 1 | Google/Organic | Google/Organic | Google Organic | | Google Organic | | |
| 2 | Direct | Direct | Facebook | | Direct | | |
| 3 | None | Facebook | Direct | | Simpleview CMS | | |
| Top Pages Visited | | | | | | | |
| 1 | Black Owned Businesses | Home Page | Facts About Fayetteville | | Facts About Fayetteville | | |
| 2 | Home Page | Places to Fish | Home Page | | /blog | | |
| 3 | Places to Fish | Facts about Fayetteville | Places to Fish | | Fayetteville NC Restaurants | | |
| Heroes Homecoming | | | | | | | |
| Unique Visitors | 84 | 92 | 156 | 332 | 38,568 | 38,568 | 38,900 |
| Session Duration | :10 | :17 | :14 | | 1:18 | | |
| Pages/Visit | 1.43 | 1.28 | 1.33 | | 1.61 | | |
| Top Referrers | | | | | | | |
| 1 | Direct | Direct | Direct | | Google Organic | | |
| 2 | Bing | Facebook | Facebook | | Media One/Native | | |
| 3 | VisitFayettevilleNC | Baidu | Baidu | | Media One/Display | | |
| Top Pages Visited | | | | | | | |
| 1 | Home Page | Home Page | Home Page | | Get Outside | | |
| 2 | Schedule | Spouses in Military Expo | Schedule | | Stop & Stretch | | |
| 3 | About | Missing Man Project | Contact | | Calendar of Events | | |

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|----------------------------|-----------------------|--------------------------|--------------------------|-------------|----------------------|-------------|----------------|
| Nearly Fort Bragg | | | | | | | |
| Unique Visitors | 1,162 | 1,054 | 921 | 3,137 | 948 | 948 | 4,085 |
| Session Duration | :08 | :07 | :11 | | :13 | | |
| Pages/Visit | 1.27 | 1.27 | 1.32 | | 1.36 | | |
| Top Referrers | | | | | | | |
| 1 | Direct | Direct | Facebook.com | | Direct | | |
| 2 | Facebook.com | Facebook.com | Direct | | 219 Group/Google Ads | | |
| 3 | Adroll/219 Group | Adroll/219 Group | 219 Group/Google Ads | | Adroll/219 Group | | |
| Top Pages Visited | | | | | | | |
| 1 | Places to Stay | Places to Stay | Places to Stay | | Places to Stay | | |
| 2 | Smith Lake Rec Area | Home Page | Home Page | | Home Page | | |
| 3 | Home Page | Smith Lake Rec Area | Smith Lake Rec Area | | Smith Lake Rec Area | | |
| VisitFayettevilleNC | | | | | | | |
| Unique Visitors | 30,319 | 27,017 | 27,830 | 85,166 | 38,568 | 38,568 | 123,734 |
| Session Duration | 1:18 | 1:18 | 1:19 | | 1:18 | | |
| Pages/Visit | 1.61 | 1.64 | 1.67 | | 1.61 | | |
| Top Referrers | | | | | | | |
| 1 | Google/Organic | Google/Organic | Google/Organic | | Google Organic | | |
| 2 | Media One/Display | Media One/Display | Direct/None | | Media One/Native | | |
| 3 | Media One/PPC | Direct | Media One/PPC | | Media One/Display | | |
| Top Pages Visited | | | | | | | |
| 1 | Exit 49 | Get-Outside (Frye Story) | Get-Outside (Frye Story) | | Get Outside | | |
| 2 | Explore/Fayetteville | Exit 49 | Calendar of Events | | Stop & Stretch | | |
| 3 | Fayetteville-Veterans | Home Page | Things to Do | | Calendar of Events | | |
| Scoutlook | | | | | | | |
| Downloads | 1 | 0 | 1 | 2 | 8 | 8 | 10 |