

Web Scorecard for Fiscal Year 2019-2020 September 2019

| Description | JUL | AUG | SEP | 1st Quarter | FY 2020 Totals |
|----------------------------------|---------------------------|----------------------|------------------------|-------------|----------------|
| Web Sites | | | | | |
| GoFayetteville | | | | | |
| Unique Visitors | 4,384 | 1,899 | 1,617 | 7,900 | 7,900 |
| Session Duration | 1:11 | 1:06 | 1:19 | | |
| Pages/Visit | 1.46 | 1.62 | 1.72 | | |
| Top Referrers | | | | | |
| 1 | Google | Google | Google/organic | | |
| 2 | Direct | Direct | Direct | | |
| 3 | Facebook | Facebook | VisitFayNC | | |
| Top Pages Visited | | | | | |
| 1 | 4th of July | Home Page | Home Page | | |
| 2 | Home Page | Places to Fish | Places to Fish | | |
| 3 | Places to Fish | Cool Places Fay NC | Recreation/Faye-NC | | |
| Heritage Trails Microsite | | | | | |
| Unique Visitors | 301 | 297 | 251 | 849 | 849 |
| Session Duration | :46 | :38 | :58 | | |
| Pages/Visit | 1.25 | 1.26 | 1.29 | | |
| Top Referrers | | | | | |
| 1 | Direct | Direct | Direct | | |
| 2 | Google | VisitFay | VisitFay | | |
| 3 | VisitFay | Google | Google | | |
| Top Trails Visited | | | | | |
| 1 | Fish and Game | Fish and Game Trail | Home Page | | |
| 2 | African American Heritage | Home Page | Fish and Game Trail | | |
| 3 | All American Adventure | African Am. Heritage | civil War Trail | | |
| Heroes Homecoming | | | | | |
| Unique Visitors | 131 | 162 | 126 | 419 | 419 |
| Session Duration | :20 | :17 | :32 | | |
| Pages/Visit | 1.46 | 1.64 | 1.68 | | |
| Top Referrers | | | | | |
| 1 | Direct | Direct | Direct | | |
| 2 | Google | Google | Google | | |
| 3 | Bing | Facebook | Facebook | | |
| Top Pages Visited | | | | | |
| 1 | Home Page | Home Page | Home Page | | |
| 2 | Press | Press | Press | | |
| 3 | Vietnam Veterans | terms of use | Missing Man Table | | |
| Nearly Fort Bragg | | | | | |
| Unique Visitors | 648 | 597 | 895 | 2,140 | 2,140 |
| Session Duration | :32 | :18 | :18 | | |
| Pages/Visit | 1.26 | 1.25 | 1.26 | | |
| Top Referrers | | | | | |
| 1 | Direct | Direct | Direct | | |
| 2 | ib/admxa.com | ib/admxa.com | b.adnxs.com / referral | | |
| 3 | google/cpc | google/organic | Google/Organic | | |
| Top Pages Visited | | | | | |
| 1 | Places to Stay | Places to Stay | Places to Stay | | |
| 2 | Event Downtown Summer | Home Page | Home Page | | |
| 3 | Home Page | History of SL | History of SL | | |

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|----------------------------|--------------------|--------------------|-------------------------|-------------|----------------|
| VisitFayettevilleNC | | | | | |
| Unique Visitors | 36,201 | 25,425 | 28,703 | 90,329 | 90,329 |
| Session Duration | 1:21 | 1:33 | 1:28 | | |
| Pages/Visit | 1.58 | 1.82 | 1.66 | | |
| Top Referrers | | | | | |
| 1 | Google | Google | Google/Organic | | |
| 2 | Direct | Direct | googleCPC | | |
| 3 | Media One | Google CPC | Direct | | |
| Top Pages Visited | | | | | |
| 1 | Bragg July 4 | Home Page | International Folk Fest | | |
| 2 | Calendar of Events | Calendar of Events | Home Page | | |
| 3 | Home Page | Accommodations | Calendar of events | | |
| Scoutlook | | | | | |
| Downloads | 5 | 7 | 4 | 16 | 16 |