

# Web Scorecard for Fiscal Year 2020-2021 September 2020

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals
<b>Web Sites</b>					
<b>Go Fayetteville</b>					
Unique Visitors	4,551	3,329	2,575	10,455	10,455
Session Duration	1:25	1:21	1:13		
Top Referrers					
1	Google/Organic	Google/Organic	Google Organic		
2	Direct	Direct	Facebook		
3	None	Facebook	Direct		
Top Pages Visited					
1	Black Owned Businesses	Home Page	Facts About Fayetteville		
2	Home Page	Places to Fish	Home Page		
3	Places to Fish	Facts about Fayetteville	Places to Fish		
<b>Heroes Homecoming</b>					
Unique Visitors	84	92	156	332	332
Session Duration	:10	:17	:14		
Pages/Visit	1.43	1.28	1.33		
Top Referrers					
1	Direct	Direct	Direct		
2	Bing	Facebook	Facebook		
3	VisitFayettevilleNC	Baidu	Baidu		
Top Pages Visited					
1	Home Page	Home Page	Home Page		
2	Schedule	Spouses in Military Expo	Schedule		
3	About	Missing Man Project	Contact		
<b>Nearly Fort Bragg</b>					
Unique Visitors	1,162	1,054	921	3,137	3,137
Session Duration	:08	:07	:11		
Pages/Visit	1.27	1.27	1.32		
Top Referrers					
1	Direct	Direct	Facebook.com		
2	Facebook.com	Facebook.com	Direct		
3	Adroll/219 Group	Adroll/219 Group	219 Group/Google Ads		
Top Pages Visited					
1	Places to Stay	Places to Stay	Places to Stay		
2	Smith Lake Rec Area	Home Page	Home Page		
3	Home Page	Smith Lake Rec Area	Smith Lake Rec Area		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals
<b>VisitFayettevilleNC</b>					
Unique Visitors	30,319	27,017	27,830	85,166	85,166
Session Duration	1:18	1:18	1:19		
Pages/Visit	1.61	1.64	1.67		
Top Referrers					
1	Google/Organic	Google/Organic	Google/Organic		
2	Media One/Display	Media One/Display	Direct/None		
3	Media One /PPC	Direct	Media One PPC		
Top Pages Visited					
1	Exit 49	Get-Outside (Frye Story)	Get-Outside (Frye Story)		
2	Explore/Fayetteville	Exit 49	Calendar of Events		
3	Fayetteville-Veterans	Home Page	Things to Do		
<b>Scoutlook</b>					
Downloads	1	0	1	2	2