



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Web Site Scorecard for Fiscal Year 2017-2018

As of End of December 2017

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2018 Totals
Web Sites						
Attractions Microsite						
Unique Visitors	1,421	672	583	491	1,746	3,167
Session Duration		:19	:20	:21		
Pages/Visit		1	1	1		
Top Referrers						
1		Direct	Direct	Direct		
2		FayObserver	TPC.Googlesyndication.com	Media One		
3		tpc.googlesyndication.com /referral	FayObserver	FayObserver		
Top Pages Visited						
1		Home Page	Home Page	Home Page		
2		Family	Family	Freedom		
3		Freedom	Freedom	Family		
FayettevilleWantsYou						
Unique Visitors	2,046	Site Down	Down Through Nov 26	261	261	2,307
Session Duration		Site Down	Down Through Nov 26	:28		
Pages/Visit		Site Down	Down Through Nov 26	1		
Top Referrers						
1		Site Down	Down Through Nov 26	Google		
2		Site Down	Down Through Nov 26	Direct		
3		Site Down	Down Through Nov 26	VisitFayettevillenc.com		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2018 Totals
Top Pages Visited						
1		Site Down	Down Through Nov 26	Things to See and do		
2		Site Down	Down Through Nov 26	Hope Page		
3		Site Down	Down Through Nov 26	Military Service Providers		
GoFayetteville						
Unique Visitors	4,078	872	944	1,402	3,218	7,296
Session Duration		1:42	1:36	1:18		
Pages/Visit		2	2	2		
Top Referrers						
1		Direct	Direct	Facebook		
2		Facebook	Google	Direct		
3		Google	Facebook	Google		
Top Pages Visited						
1		Home Page	Home Page	Home Page		
2		Halloween for Grown Ups	Family Traditions	Bakeries		
3		Holiday Shopping	Museums/Historic Sites	Places to Gather		
Heritage Trails Microsite						
Unique Visitors	2,011	476	446	402	1,324	3,335
Session Duration		1:02	1:10	1:10		
Pages/Visit		1.49	1	2		
Top Referrers						
1		Google	Google	Google		
2		Direct	Direct	Direct		
3		VisitFayettevilleNC	VisitFayettevilleNC	VisitFayettevilleNC		
Top Pages Visited						
1		Home page	Home Page	Home Page		
2		Fish and Game Trail	African American Heritage	African American Heritage		
3		African American Heritage	Fish and Game Trail	Fish and Game Trail		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2018 Totals
Heroes Homecoming						
Unique Visitors	653	738	990	130	1,858	2,511
Session Duration		1:09	:56	:59		
Pages/Visit		1.74	1	2		
Top Referrers						
1		Direct	Direct	Direct		
2		Google	Google	Google		
3		VisitNC Email	Facebook	VisitFayettevilleNC		
Top Pages Visited						
1		Hope Page	Home Page	Home Page		
2		Press	Partners	/the-missing-man-table-a-place-setting-for-one-a-table-for-all/		
3		Partners	Press	Press		
Nearly Fort Bragg						
Unique Visitors	3,120	1,000	830	780	2,610	5,730
Session Duration		:40	1.22	1.21		
Pages/Visit		1.26	:43	:39		
Top Referrers						
1		Direct	Direct	Direct		
2		Adroll	Adroll	Google		
3		Google	Google	Adroll		
Top Pages Visited						
1		Home Page	Home Page	Home Page		
2		Places to Stay	Places to Stay	Places to Stay		
3		Things to Do	Things to Do	5 Things You Never Knew About SL		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2018 Totals
VisitFayettevilleNC						
Unique Visitors	54,908	32,689	19,532	20,133	72,354	127,262
Session Duration		1:17	1:19	1:17		
Pages/Visit		3.34	3.46	3.41		
Top Referrers						
1		Media One	Google	Media One/ Content		
2		Google	Media One	Google		
3		Direct	Won.pe	Media One/Display RT		
Top Pages Visited						
1		Five NC Adventures (MO)	Events	Expedia Holiday shopping		
2		Events	Five NC Adventures	Events		
3		Accommodations	Expedia Holiday Shopping	Accommodations		
VisitFayettevilleNC Mobile						
Unique Visitors	4,863	3,483	2,384	2,902	8,769	13,632
Session Duration		1:06	:31	:59		
Pages/Visit		3.37	3	3		
Top Referrers						
1		VisitFayettevilleNC	VisitFayettevilleNC	VisitFayettevilleNC		
2		N/A	N/A	N/A		
3		N/A	N/A	N/A		
Top Pages Visited						
1		Events	Events	Events		
2		Restaurants	Restaurant	Restaurant		
3		Things to do	TTD	TTD		
Scoutlook						
Downloads	2,756	36	23	13	72	2,828
Number of Sessions	4,142	1989	55	34	2,078	6,220
Avg Daily Active Devices	20	25	1	1	27	47

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2018 Totals
Society of Patriots						
Unique Visitors	78	18	55	21	94	172
Session Duration		5:24	2:45	2:25		
Pages/Visit		6	3	3		
Top Referrers						
1		Direct	Direct	Direct		
2		Google	Yellowstonefairtours.com	Google		
3		VisitFayettevilleNC.com	google	FayettevilleNCTrails		
Top Pages Visited						
1		Library	Library	Home Page		
2		Home Page	Home Page	Library		
3		Board Of Directors	Products	POW Results		