



**CONVENTION AND VISITORS BUREAU**  
CUMBERLAND COUNTY, NC

# Web Site Scorecard for Fiscal Year 2017-2018

As of End of November 2017

Description	1st Quarter	OCT	NOV	2nd Quarter	FY 2018 Totals
<b>Web Sites</b>					
<b>Attractions Microsite</b>					
Unique Visitors	1,421	672	583	1,255	2,676
Session Duration		:19	:20		
Pages/Visit		1	1		
Top Referrers					
1		Direct	Direct		
2		FayObserver	TPC.Googlesyndication.com		
3		tpc.googlesyndication.com/referral	Fayobserver		
Top Pages Visited					
1		Home Page	Home Page		
2		Family	Family		
3		Freedom	Freedom		
<b>FayettevilleWantsYou</b>					
Unique Visitors	2,046	Site Down	Down Through Nov 26	0	2,046
Session Duration		Site Down	Down Through Nov 26		
Pages/Visit		Site Down	Down Through Nov 26		
Top Referrers					
1		Site Down	Down Through Nov 26		
2		Site Down	Down Through Nov 26		
3		Site Down	Down Through Nov 26		

Description	1st Quarter	OCT	NOV	2nd Quarter	FY 2018 Totals
Top Pages Visited					
1		Site Down	Down Through Nov 26		
2		Site Down	Down Through Nov 26		
3		Site Down	Down Through Nov 26		
<b>GoFayetteville</b>					
Unique Visitors	<b>4,078</b>	872	944	<b>1,816</b>	<b>5,894</b>
Session Duration		1:42	1:36		
Pages/Visit		2	2		
Top Referrers					
1		Direct	Direct		
2		Facebook	Google		
3		Google	Facebook		
Top Pages Visited					
1		Home Page	Home Page		
2		Halloween for Grown Ups	Family Traditions		
3		Holiday Shopping	Museums/Historic Sites		
<b>Heritage Trails Microsite</b>					
Unique Visitors	<b>2,011</b>	476	446	<b>922</b>	<b>2,933</b>
Session Duration		1:02	1:10		
Pages/Visit		1.49	1		
Top Referrers					
1		Google	Google		
2		Direct	Direct		
3		VisitFayettevilleNC	VisitFayettevilleNC		
Top Pages Visited					
1		Home page	Home Page		
2		Fish and Game Trail	African American Heritage		
3		African American Heritage	Fish and Game Trail		

Description	1st Quarter	OCT	NOV	2nd Quarter	FY 2018 Totals
<b>Heroes Homecoming</b>					
Unique Visitors	653	738	990	1,728	2,381
Session Duration		1:09	:56		
Pages/Visit		1.74	1		
Top Referrers					
1		Direct	Direct		
2		Google	Google		
3		VisitNC Email	Facebook		
Top Pages Visited					
1		Hope Page	Home Page		
2		Press	Partners		
3		Partners	Press		
<b>Nearly Fort Bragg</b>					
Unique Visitors	3,120	TBD	TBD	0	3,120
Session Duration		TBD	TBD		
Pages/Visit		TBD	TBD		
Top Referrers					
1		TBD	TBD		
2		TBD	TBD		
3		TBD	TBD		
Top Pages Visited					
1		TBD	TBD		
2		TBD	TBD		
3		TBD	TBD		
<b>VisitFayettevillenc</b>					
Unique Visitors	54,908	32,689	19,532	52,221	107,129
Session Duration		1:17	1:19		
Pages/Visit		3.34	3.46		

Description	1st Quarter	OCT	NOV	2nd Quarter	FY 2018 Totals
Top Referrers					
1		Media One	Google		
2		Google	Media One		
3		Direct	Won.pe		
Top Pages Visited					
1		Five NC Adventures (MO)	Events		
2		Events	Five NC Adventures		
3		Accommodations	Expedia Holiday Shopping		
<b>VisitFayetteville Mobile</b>					
Unique Visitors	<b>4,863</b>	3,483	2,384	<b>5,867</b>	<b>10,730</b>
Session Duration		1:06	:31		
Pages/Visit		3.37	3		
Top Referrers					
1		VisitFayetteville	VisitFayettevilleNC		
2		N/A			
3		N/A			
Top Pages Visited					
1		Events	Events		
2		Restaurants	Restaurant		
3		Things to do	TTD		
<b>Scoutlook</b>					
Downloads	<b>2,756</b>	36	23	<b>59</b>	<b>2,815</b>
Number of Sessions	<b>4,142</b>	1989	55	<b>2,044</b>	<b>6,186</b>
Avg Daily Active Devices	<b>20</b>	25	1	<b>26</b>	<b>46</b>
<b>Society of Patriots</b>					
Unique Visitors	<b>78</b>	18	55	<b>73</b>	<b>151</b>
Session Duration		5:24	2:45		
Pages/Visit		6	3		

Description	1st Quarter	OCT	NOV	2nd Quarter	FY 2018 Totals
Top Referrers					
1		Direct	Direct		
2		Google	Yellowstonefairtours.com		
3		VisitFayettevilleNC.com	google		
Top Pages Visited					
1		Library	Library		
2		Home Page	Home Page		
3		Board Of Directors	products		