



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Web Site Scorecard for Fiscal Year 2017-2018, 1st Quarter

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
Web Sites					
Attractions Microsite					
Unique Visitors	400			400	400
Session Duration	:38				
Pages/Visit	1.26				
Top Referrers					
1	Media One Ads				
2	Direct				
3	Fay Observer Ads				
Top Pages Visited					
1	Home Page				
2	Freedom				
3	Family				
FayettevilleWantsYou					
Unique Visitors	909			909	909
Session Duration	:48				
Pages/Visit	1.27				
Top Referrers					
1	Google				
2	Direct				
3	Yahoo				

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
Top Pages Visited					
1	Things to See and Do				
2	Home Page				
3	Vision for the future				
GoFayetteville					
Unique Visitors	2,607			2,607	2,607
Session Duration	:55				
Pages/Visit	1.61				
Top Referrers					
1	Facebook				
2	Bing				
3	Google				
Top Pages Visited					
1	Ice Cream				
2	Hope Page				
3	Hope Mills				
Heritage Trails Microsite					
Unique Visitors	734			734	734
Session Duration	1:42				
Pages/Visit	1.71				
Top Referrers					
1	Google				
2	VisitFayetteville				
3	GoFayetteville				
Top Pages Visited					
1	FishandGameTrail				
2	Home Page				
3	African American Heritage				

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
Heroes Homecoming					
Unique Visitors	142			142	142
Session Duration	0				
Pages/Visit	2.9				
Top Referrers					
1	Direct				
2	Google				
3	Fayetteville Veterans Day Parade				
Top Pages Visited					
1	Home Page				
2	Press				
3	Terms of Use				
Nearly Fort Bragg					
Unique Visitors	1,127			1,127	1,127
Session Duration	:39				
Pages/Visit	1.46				
Top Referrers					
1	Direct				
2	Google				
3	Adroll				
Top Pages Visited					
1	Home Page				
2	Places to Stay				
3	Things to do				
VisitFayettevillenc					
Unique Visitors	19,921			19,921	19,921
Session Duration	1:47				0
Pages/Visit	4.46				0

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
Top Referrers					
1	Google				
2	Facebook				
3	Media One Ads				
Top Pages Visited					
1	Events				
2	Home Page				
3	Accommodations				
VisitFayetteville Mobile					
Unique Visitors	1,301			1,301	1,301
Session Duration	1:34				0
Pages/Visit	4.7				0
Top Referrers					
1	VisitFayetteville				
2	N/A				
3	N/A				
Top Pages Visited					
1	Events				
2	Restaurants				
3	Things to do				
Scoutlook					
Downloads	39			39	39
Number of Sessions	69			69	69
Avg Daily Active Devices	2			2	2
Society of Patriots					
Unique Visitors	23			23	23
Session Duration	0				0
Pages/Visit	1				0

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
Top Referrers					
1	Direct				
2	FoxWeber.com				
3	Hollywoodweeklymagazine.com				
Top Pages Visited					
1	Home Page				
2	Businesses Register				
3					