



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

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

As of End of August

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
Web Sites					
Attractions Microsite					
Unique Visitors	400	438		838	838
Session Duration	:38	:31			
Pages/Visit	1.26	1.43			
Top Referrers					
1	Media One Ads	VisitNC Banner			
2	Direct	Direct			
3	Fay Observer Ads	Fay Observer			
Top Pages Visited					
1	Home Page	Home Page			
2	Freedom	Freedom			
3	Family	Family			
FayettevilleWantsYou					
Unique Visitors	909	641		1,550	1,550
Session Duration	:48	:29			
Pages/Visit	1.27	1.12			
Top Referrers					
1	Google	Google			
2	Direct	Direct			
3	Yahoo	Bing			
Top Pages Visited					
1	Things to See and Do	Things to See and Do			
2	Home Page	Home Page			
3	Vision for the future	For Military Families			

GoFayetteville					
Unique Visitors	2,607	838		3,445	3,445
Session Duration	:55	1:28			
Pages/Visit	1.61	2			
Top Referrers					
1	Facebook	Facebook			
2	Bing	Google			
3	Google	Direct			
Top Pages Visited					
1	Ice Cream	Home Page			
2	Hope Page	College Friendly			
3	Hope Mills	Greek Restaurants			
Heritage Trails Microsite					
Unique Visitors	734	692		1,426	1,426
Session Duration	1:42	1:14			
Pages/Visit	1.71	1.53			
Top Referrers					
1	Google	Google			
2	VisitFayettevilleNC	Direct			
3	GoFayetteville	VisitFayettevilleNC			
Top Pages Visited					
1	FishandGameTrail	Home page			
2	Home Page	Fish and Game Trail			
3	African American Heritage	African American Heritage			
Heroes Homecoming					
Unique Visitors	142	193		335	335
Session Duration	0	:57			
Pages/Visit	2.9	2.28			
Top Referrers					
1	Direct	Direct			
2	Google	Google			
3	Fayetteville Veterans Day Parade	Facebook			

Top Pages Visited					
1	Home Page	Home Page			
2	Press	Press			
3	Terms of Use	Terms of Use			
Nearly Fort Bragg					
Unique Visitors	1,127	1,117		2,244	2,244
Session Duration	:39	:31			
Pages/Visit	1.46	1.29			
Top Referrers					
1	Direct	Direct			
2	Google	Google			
3	Adroll	Adroll			
Top Pages Visited					
1	Home Page	Home Page			
2	Places to Stay	Places to Stay			
3	Things to do	Things to do			
VisitFayettevilleNC					
Unique Visitors	19,921	13,752		33,673	33,673
Session Duration	1:47	1:57			
Pages/Visit	4.46	4.79			
Top Referrers					
1	Google	Google			
2	Facebook	Direct			
3	Media One Ads	Media One			
Top Pages Visited					
1	Events	Events			
2	Home Page	Home Page			
3	Accommodations	Accommodations			
VisitFayettevilleNC Mobile					
Unique Visitors	1,301	1,182		2,483	2,483
Session Duration	1:34	1:07			
Pages/Visit	4.7	3.9			

Top Referrers					
1	VisitFayettevilleNC	VisitFayettevilleNC			
2	N/A	N/A			
3	N/A	N/A			
Top Pages Visited					
1	Events	Events			
2	Restaurants	Restaurants			
3	Things to do	Things to do			
Scoutlook					
Downloads	39	853		892	892
Number of Sessions	69	1,670		1,739	1,739
Avg Daily Active Devices	2	26		14	14
Society of Patriots					
Unique Visitors	23	21		44	44
Session Duration	0	1:24			
Pages/Visit	1	1			
Top Referrers					
1	Direct	Direct			
2	FoxWeber.com	Google			
3	Hollywoodweeklymagazine.com	Bestonwardticket.com			
Top Pages Visited					
1	Home Page	Homepage			
2	Businesses Register	Library			
3		Contact			