



**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Web Site Scorecard for Fiscal Year 2017-2018, 1<sup>st</sup> Quarter

As of End of September

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
<b>Web Sites</b>					
<b>Attractions Microsite</b>					
Unique Visitors	400	438	583	1,421	1,421
Session Duration	:38	:31	:11		
Pages/Visit	1.26	1.43	1		
Top Referrers					
1	Media One Ads	VisitNC Banner	Direct		
2	Direct	Direct	Fay Observer		
3	Fay Observer Ads	Fay Observer	VisitNC		
Top Pages Visited					
1	Home Page	Home Page	Home Page		
2	Freedom	Freedom	Freedom		
3	Family	Family	Family		
<b>FayettevilleWantsYou</b>					
Unique Visitors	909	641	496	2,046	2,046
Session Duration	:48	:29	:39		
Pages/Visit	1.27	1.12	1.17		
Top Referrers					
1	Google	Google	Google		
2	Direct	Direct	Direct		
3	Yahoo	Bing	Bing		
Top Pages Visited					
1	Things to See and Do	Things to See and Do	Things to See and Do		
2	Home Page	Home Page	Home Page		
3	Vision for the future	For Military Families	Quick Facts		

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
<b>GoFayetteville</b>					
Unique Visitors	2,607	838	633	4,078	4,078
Session Duration	:55	1:28	1:29		
Pages/Visit	1.61	2	2		
Top Referrers					
1	Facebook	Facebook	Google		
2	Bing	Google	Direct		
3	Google	Direct	Facebook		
Top Pages Visited					
1	Ice Cream	Home Page	Home Page		
2	Hope Page	College Friendly	Museums/Historic Sites		
3	Hope Mills	Greek Restaurants	Things To do		
<b>Heritage Trails Microsite</b>					
Unique Visitors	734	692	585	2,011	2,011
Session Duration	1:42	1:14	1:22		
Pages/Visit	1.71	1.53	1.61		
Top Referrers					
1	Google	Google	Google		
2	visitFayetteville	Direct	Direct		
3	GoFayetteville	VisitFayettevilleNC	VisitFayettevilleNC		
Top Pages Visited					
1	FishandGameTrail	Home page	Home page		
2	Home Page	Fish and Game Trail	Fish and Game Trail		
3	African American Heritage	African American Heritage	African American Heritage		

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
<b>Heroes Homecoming</b>					
Unique Visitors	142	193	318	653	653
Session Duration	0	:57	2:57		
Pages/Visit	2.9	2.28	2.58		
Top Referrers					
1	Direct	Direct	Direct		
2	Google	Google	Google		
3	Fayetteville Veterans Day Parade	Facebook	October Enewsletter		
Top Pages Visited					
1	Home Page	Home Page	Home Page		
2	Press	Press	Press		
3	Terms of Use	Terms of Use	Downloads		
<b>Nearly Fort Bragg</b>					
Unique Visitors	1,127	1,117	876	3,120	3,120
Session Duration	:39	:31	:39		
Pages/Visit	1.46	1.29	1.25		
Top Referrers					
1	Direct	Direct	Direct		
2	Google	Google	Adroll		
3	Adroll	Adroll	Google		
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	Things to do		

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
<b>VisitFayettevillenc</b>					
Unique Visitors	19,921	13,752	21,235	54,908	54,908
Session Duration	1:47	1:57	1:24		
Pages/Visit	4.46	4.79	3.72		
Top Referrers					
1	Google	Google	Media One		
2	Facebook	Direct	Google		
3	Media One Ads	Media One	Direct		
Top Pages Visited					
1	Events	Events	Five NC Adventures (MO)		
2	Home Page	Home Page	Events		
3	Accommodations	Accommodations	Accommodations		
<b>VisitFayettevillenc Mobile</b>					
Unique Visitors	1,301	1,182	2,380	4,863	4,863
Session Duration	1:34	1:07	1:18		
Pages/Visit	4.7	3.9	3.85		
Top Referrers					
1	VisitFayetteville	VisitFayetteville	VisitFayetteville		
2	N/A	N/A	N/A		
3	N/A	N/A	N/A		
Top Pages Visited					
1	Events	Events	Events		
2	Restaurants	Restaurants	Restaurants		
3	Things to do	Things to do	Things to do		
<b>Scoutlook</b>					
Downloads	39	853	1,864	2,756	2,756
Number of Sessions	69	1,670	2,403	4,142	4,142
Avg Daily Active Devices	2	26	33	20	20

Description	JUL	AUG	SEP	1st Quarter	FY 2018 Totals
<b>Society of Patriots</b>					
Unique Visitors	23	21	34	78	78
Session Duration	0	1:24	3:34		
Pages/Visit	1	1	3		
Top Referrers					
1	Direct	Direct	Direct		
2	FoxWeber.com	Google	Google		
3	Hollywoodweeklymagazine.com	Bestonwardticket.com	VisitFayettevilleNC.com		
Top Pages Visited					
1	Home Page	Homepage	Library		
2	Businesses Register	Library	Homepage		
3		Contact	Meeting Minutes		