

## visitportsmouth.co.uk Usage Statistics 2011-2012



Month: April 2011

	<u>April 11/12</u>	<u>April 10/11 results</u>	<u>Difference compared to 10/11</u>
<b>Visitors to site</b>	35,118	30,791	+4,327
<b>Page viewings</b>	103,888	101,533	+2,355
<b>Absolute unique visitors</b>	30,094	26,438	+3,656
<b>Average length of time on site (mins)</b>	2.41	2.59	-0.18
<b>Average number of pages viewed per visit</b>	2.96	3.30	-0.34
<b>Depth of visit figures (1 page)</b>	38.02%	34.75%	+3.27%
<b>Direct traffic</b>	12.05%	12.62%	-0.57%
<b>Top source</b>	Google	Google	n/a
<b>Top referral site</b>	portsmouth.gov.uk	portsmouth.gov.uk	n/a
<b>Top keyword for the search engine</b>	portsmouth	portsmouth	n/a
<b>Top landing page</b>	Home	Home	n/a
<b>Top contents pages</b>	Home	Home	n/a
<b>Top country of origin for visitors</b>	UK	UK	n/a

**Factors affecting statistics and notes:**

### **Web statistics definitions**

**Direct traffic:** people who went directly to the website, therefore no search engine was used.

**Unique Visitors:** The uniquely identified client generating requests on the web server or viewing pages within a defined time period .  
(i.e. day, week or month). A Unique Visitor counts once within the timescale and can make multiple visits

**Depth of visit:** this shows how many pages were viewed by the visitors to the site. This is calculated as an overall percentage of all visits.