

visitportsmouth.co.uk Usage Statistics 2011-2012



Month: **August 2011**

	August 11/12	August 10/11 results	<u>Difference compared to 10/11</u>
Visitors to site	45,567	40,568	4,999
Page viewings	125,461	125,603	-142
Absolute unique visitors	37,525	34,374	3,151
Average length of time on site (mins)	2:24	2:53	-0.29
Average number of pages viewed per visit	2.75	3.10	-0.35
Most active day of the month	Monday 29th	Monday 30th	n/a
Depth of visit figures (1 page)	42.47%	37.06%	5.41%
Direct traffic	11.44%	10.19%	1.25%
Top source	google	google	n/a
Top referral site	portsmouth.gov.uk	portsmouth.gov.uk	n/a
Top keyword for the search engine	portsmouth	portsmouth	n/a
Top landing page	home page	home page	n/a
Top contents pages	home page	home page	n/a
Top country of origin for visitors	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.