

visitportsmouth.co.uk Usage Statistics 2011-2012



Month: June 2011

	June 11/12	June 10/11 results	<u>Difference compared to 10/11</u>
Visitors to site	33,298	30,989	2,309
Page viewings	94,780	97,676	-2,896
Absolute unique visitors	28,232	26,527	1,705
Average length of time on site (mins)	2.41	2.52	-0.11
Average number of pages viewed per visit	2.85	3.15	-0.30
Most active day of the month	Sunday 26	Tuesday 1st	n/a
Depth of visit figures (1 page)	40.21%	36.86%	3.35%
Direct traffic	12.58%	13.31%	-0.73%
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	Home	n/a
Top contents pages	Home	Home	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.