

visitportsmouth.co.uk Usage Statistics 2011-2012



Month: **May 2011**

| | May 11/12 | May 11/10 results | <u>Difference compared to 10/11</u> |
|---|-------------------|-------------------|--|
| Visitors to site | 39,168 | 34,902 | 4,266 |
| Page viewings | 103,960 | 108,732 | -4,772 |
| Absolute unique visitors | 30,830 | 29,985 | 845 |
| Average length of time on site (mins) | 2.42 | 2.45 | -0.03 |
| Average number of pages viewed per visit | 2.87 | 3.12 | -0.25 |
| Most active day of the month | Sunday 29th May | Sunday 30th May | n/a |
| Depth of visit figures (1 page) | 39.79% | 36.99% | 2.80% |
| Direct traffic | 12.11% | 13.00% | -0.89% |
| 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.