

visitportsmouth.co.uk Usage Statistics 2011-2012



Month: **November 2011**

	November 11/12	<u>November 10/11 results</u>	<u>Difference compared to 10/11</u>
Visitors to site	16,569	22,137	-5,568
Page viewings	39,461	61,831	-22,370
Absolute unique visitors	14,427	18,734	-4,307
Average length of time on site (mins)	2.17	2.29	-0.12
Average number of pages viewed per visit	2.38	2.79	-0.41
Most active day of the month	2nd November	5th November	n/a
Depth of visit figures (1 page)	49.29%	44.89%	4.40%
Direct traffic	47.87%	13.66%	34.21%
Top source	direct	google	n/a
Top referral site	portsmouth.gov.uk	portsmouth.gov.uk	n/a
Top keyword for the search engine	things to do in portsmouth	portsmouth	n/a
Top landing page	what to see and do	Home	n/a
Top contents pages	what to see and do	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.