

visitportsmouth.co.uk Usage Statistics 2011-2012



Month: **September 2011**

	September 11/12	<u>September 10/11 results</u>	<u>Difference compared to 10/11</u>
Visitors to site	26,700	25,940	760
Page viewings	73,320	79,180	-5,860
Absolute unique visitors	22,850	22,284	566
Average length of time on site (mins)	2.27	2.49	-0.22
Average number of pages viewed per visit	2.75	3.05	-0.30
Most active day of the month	Friday 30th	Sunday 5th	n/a
Depth of visit figures (1 page)	42.63%	39.32%	3.31%
Direct traffic	13.95%	11.28%	2.67%
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.