

visitportsmouth.co.uk
Usage Statistics 1st April 2008- 31st March 2009

Total visitors to site	223,290
Total page viewings	730,969
Total absolute unique visitors	181,212
New visits	80.91%
Average length of time on site (mins)	3.01
Average number of pages viewed per visit	3.27
Direct traffic	60.92%
Top source	Google
Most active month of the year	August
Most active week of the year	17th-23rd August
Most active day of the year	Wednesday 5th November
Most active hour of the day	11am
Top 10 countries of origin for visitors	UK
	United States
	France
	Germany
	Australia
	Spain
	Canada
	Italy
	Netherlands
	Belgium
Top five keywords for the search engine	Southsea
	Portsmouth
	Things to do in portsmouth
	Portsmouth tourist information
	Visit portsmouth
Top five referring sites	portsmouth.gov.uk
	visit-hampshire.co.uk
	portsmouthcc.gov.uk
	liveinportsmouth.com

	gunwharf-quays.com
Top five landing pages	what to see and do
	whats on
	where to stay
	where to eat and drink
	visitor information
Top five content pages	what to see and do
	whats on
	where to stay
	visitor information
	where to eat and drink
Depth of visit figures 1 page	36.01%
2 pages	20.10%
3 pages	13.37%
4 pages	8.25%
5 pages	6.29%

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.