

visitportsmouth.co.uk Usage Statistics 2010-2011

Month: April 2010

	April 10/11	April 09/10 results	Difference compared to 09/10
Visitors to site	30,791	24,550	+6241
Page viewings	101,533	88,194	+13339
Absolute unique visitors	26,438	21,281	+5157
Average length of time on site (mins)	2.59	3.17	-0.58
Average number of pages viewed per visit	3.30	3.59	-0.29
Depth of visit figures (1 page)	34.75%	32.57%	+2.18
Direct traffic	12.62%	42.69%	-30.07
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	what-to-see-and-do	n/a
Top contents pages	Home	what-to-see-and-do	n/a
Top country of origin for visitors	UK	UK	n/a

Factors that could have had an effect on statistics this month

Slight spike in visitors from the US following a number of articles published online via Associated Press

PCC site now redirecting straight to VisitPortsmouth, accounting for more referrals

Slight increase in Belgian visitors following an article in the Belgian press

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.