

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **April**

		<u>April 08/09 results</u>	<u>Difference compared to 08/09</u>
Visitors to site	24,550	22,490	+2,060
Page viewings	88,194	86,073	+2,121
Absolute unique visitors	21,281	19,203	+2,078
Average length of time on site (mins)	3.17	3.11	+0.06
Average number of pages viewed per visit	3.59	3.83	-0.24
Most active day of the month	Friday 10th	Tues 15th	n/a
Most active hour of the day	11am	1pm	n/a
Depth of visit figures (1 page)	32.57%	28.46%	+4.11%
Direct traffic	42.69%	18.44%	+24.25%
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	what-to-see-and-do	homepage	n/a
Top contents pages	what-to-see-and-do	homepage	n/a
Top country of origin for visitors	UK	UK	n/a

Factors that could have had an effect on the statistics this month

Easter Holidays 4th - 19th

Easter weekend 10th-13th

Royal Visit by Her Majesty The Queen 30th

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.