

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **August**

		August 08/09 results	Difference compared to 08/09
Visitors to site	30,113	25,701	+4,412
Page viewings	100,784	84,457	+16,327
Absolute unique visitors	26,147	22,181	+3,966
Average length of time on site (mins)	3.08	2.59	+0.49
Average number of pages viewed per visit	3.35	3.29	+0.06
Most active day of the month	Sunday 30th	Friday 22nd	n/a
Most active hour of the day	10am	11am	n/a
Depth of visit figures (1 page)	37.17%	34.92%	+2.25%
Direct traffic	57.13%	63.53%	-6.4%
Top source	google	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	southsea	n/a
Top landing page	what-to-see-and-do	what-to-see-and-do	n/a
Top contents pages	what-to-see-and-do	what-to-see-and-do	n/a
Top country of origin for visitors	UK	UK	n/a

Notes: The number of page viewings exceeded 100,000 this month, the largest number of page viewings achieved in one month to date. 89% of the total number of visitors to the website came from within the UK.

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

Increase in domestic tourism
Summer holidays throughout the month
Bandstand programme throughout the month
Saturday Bandstand programme
Summer holiday programme across the city
Funday Fridays
Out to Lunch programme at City Museum
Disney XD Beach Soccer Roadshow 8th - 9th
Thai Festival 16th
Beach Buggin 16th
Farmers Market 16th
Clipper Round the World Race Departs 31st
BT Vision- Big Day Out 31st
Kite Festival 31st
Zippos Circus 25th Aug - 6th Sept

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.