

## visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **December**

		<u>December 08/09 results</u>	<u>Difference compared to 08/09</u>
Visitors to site	15,590	8,961	+6,629
Page viewings	47,711	25,760	+21,951
Absolute unique visitors	13,645	7,849	+5,796
Average length of time on site (mins)	2.30	2.34	-0.04
Average number of pages viewed per visit	3.06	2.87	+0.19
Most active day of the month	Wednesday 30th	Tuesday 30th	n/a
Most active hour of the day	3pm	10am	n/a
Depth of visit figures (1 page)	42.43%	40.34%	+2.09%
Direct traffic	14.17%	72.51%	-58.34%
Top source	google	google	n/a
Top referral site	portsmouth.gov.uk	portsmouth.gov.uk	n/a
Top keyword for the search engine	portsmouth	things to do in portsmouth	n/a
Top landing page	Homepage	what-to-see-and-do	n/a
Top contents pages	Homepage	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 the statistics this month**

Christmas Holidays 19th - 2nd Jan with activities around the city

Park and Ride in operation

New Year celebrations

Christmas party ideas being sort

**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.