

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

Month: **February 2010**

	February 09/10	February 08/09 results	<u>Difference compared to 08/09</u>
Visitors to site	24,605	16,433	+8,172
Page viewings	79,000	54,814	+24,186
Absolute unique visitors	21,084	14,241	6,843
Average length of time on site (mins)	2.55	3.23	-0.68
Average number of pages viewed per visit	3.21	3.34	-013
Most active day of the month	Wednesday 10th Feb	Monday 9th Feb	n/a
Most active hour of the day	1pm	4pm	n/a
Depth of visit figures (1 page)	38.56%	35.54%	+3.02%
Direct traffic	13.39%	60.82%	-47.43%
Top source	google	google	n/a
Top referral site	bbccountryfilmagazine.com	portsmouth.gov.uk	n/a
Top keyword for the search engine	portsmouth	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**

February Half Term 13th - 21st February

Valentine's Day- 14th February

Gunwharf Quays loves Chinese New Year 14th February

Shrove Tuesday 16th February

Farmer's Market 21st february

**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.