

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **January 2010**

	January 09/10	<u>January 08/09 results</u>	<u>Difference compared to 08/09</u>
Visitors to site	19,556	14,397	+5,159
Page viewings	63,035	44,209	+18,826
Absolute unique visitors	16,826	12,443	+4,383
Average length of time on site (mins)	2.58	3.06	-0.48
Average number of pages viewed per visit	3.22	3.07	+0.15
Most active day of the month	Monday 25th	Friday 23rd	n/a
Most active hour of the day	12pm	4pm	n/a
Depth of visit figures (1 page)	37.78%	38.53%	-0.75
Direct traffic	12.71%	74.07%	-61.36%
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

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.