

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

Month: **July**

		July 08/09 results	Difference compared to 08/09
Visitors to site	30,184	25,341	+4,843
Page viewings	96,581	84,176	+12,405
Absolute unique visitors	25,870	21,675	+4,195
Average length of time on site (mins)	3.02	3.01	+0.01
Average number of pages viewed per visit	3.20	3.32	-0.12
Most active day of the month	Tuesday 14th	Friday 25th	n/a
Most active hour of the day	12 noon	11am	n/a
Depth of visit figures (1 page)	40.76%	35.61%	+5.15%
Direct traffic	57.31%	63.97%	-6.66%
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:** This month we have achieved a number of record figures since the launch of the site in March 2008. Previous record figures held over the summer months in 2008, have been exceeded. These figures show the difference between the previous record figures held in 2008 to those achieved in July 2009.

Visits +4,483

Pageviewings +10,508

Absolute unique visitors +3,689

Origin of visitors from the UK +3,854

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

Increase in domestic tourism

Summer holidays factsheet launched

Summer holidays commenced on Thursday 23rd

Bandstand programme throughout the month

Play Festival 18th

Ghost Week 17th -25th

Southsea Food Festival 18th -19th

HMS Daring Open Weekend 18th - 19th

Race for Life 19th

Greatest Show on Earth - 22nd - 26th

Portsmouth's Open Weekend 24th - 26th

Opera in the Park 25th

Royal Marines Open Air Concert at Royal Marines Museum 26th

Funday Fridays start 31st

Royal Marines Beating Retreat in Guildhall Square 31st

**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.