

Visitportsmouth.co.uk web statistics Summary

1st June – 30th June 2008

The statistics report shows that even though we had less visitors to the site this month, some of the results in other areas show very little change compared with May.

There were **20,416** visits to the site and **68,509** page viewings during the month. This means that the website received 4,169 less visits than in May 08 and 12,936 less pages were viewed.

17,493 of the total number of visitors were absolute unique visitors to the site, this is a big drop 3650 compared to May.

The depth of visit figures shows that **35.89%** of users visited just one page, decreasing by 0.25% compared to May 08, with all other multiple page viewings also remaining steady at levels set in May.

62.63% of all visits were from direct traffic, a very small decrease of 1.08% compared to May 08.

Google still remains the second most widely used source to the website with **12.74%** of traffic. This is a very small increase of 0.98% compared to May.

Portsmouth.gov.uk still remains the top referral site with **1,702** referrals this month, with liveinportsmouth.com referring 1 less visitor than in May keeping them in second position.

The top keyword for the search engine for the second month running was **Southsea**, having been used by **16.39%** of visitors, this is a drop of only 1.08% compared to May.

What-to-see-and-do was the top landing site with **6,875** entrances, this is a decrease of 1,368 compared to May 08.

The contents of the what-to-see-and-do pages received the most viewings this month, with **14,249** pages having been viewed. The whats-on pages had **12,286** viewings, a decrease of 6,758 compared to May.

16,978 visitors from within the UK accessed the website. The United States remains in second place, with no other major changes within the top10 for a second month.

An increase can be seen in the length of time that people spent on the website, with it now being on average **3.03** minutes, this is a positive increase from 2.51 minutes in May.

Factors that could have had an effect on visits to the website throughout June are:
Bandstand programme moving into its first full month
Moonlit Memories Walk on 21st June

Annual Tea Dance taking place on 29th June
Portsmouth Festivities between 21st-29th June
Round Britain Power Boat Race return on 30th June
The return of the Lively Lady taking place on 5th July

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.

Referral site: this is when a visitor will initially visit a different website and click on a link taking them to the visitportsmouth site.

Traffic Source: there are three ways that visitors can arrive at the website.
Direct: visitors who logged directly into the website
Search engine: visitors who went through a provider such as Google
Referral: another website who has a link to direct the visitor to the website

Landing site: the first page the visitor comes to when they enter the site.