

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **March 2010**

	March 09/10	<u>March 08/09 results</u>	<u>Difference compared to 08/09</u>
Visitors to site	29,200	18,459	+10741
Page viewings	92,248	61,436	+30812
Absolute unique visitors	25,263	15,912	+9351
Average length of time on site (mins)	3	3.19	-0.19
Average number of pages viewed per visit	3	3.33	-0.33
Most active day of the month	Thurs 11 March		n/a
Most active hour of the day			n/a
Depth of visit for 1 page	41.14%	36.26%	-4.89%
Direct traffic	15.23%	70.46%	-55.23
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 & Do	n/a
Top contents pages	Homepage	What to See & 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

Planning for Easter

Easter e-newsletter sent 25th March to 14918 recipients

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.