

visitportsmouth.co.uk Usage Statistics 2010-2011



Month: **May 2010**

	May 10/11	May 09/10 results	Difference compared to 09/10
Visitors to site	34,902	25,868	+9034
Page viewings	108,732	87,348	+21384
Absolute unique visitors	29,985	22,367	+7618
Average length of time on site (mins)	2.45	3.10	-0.65
Average number of pages viewed per visit	3.12	3.38	-0.26
Most active day of the month	Sunday 30th May	Tuesday 19th May	
Depth of visit figures (1 page)	36.99%	36.89%	+0.10%
Direct traffic	13.00%	60.62%	-47.62
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	Home	what-to-see-and-do	n/a
Top contents pages	Home	what-to-see-and-do	n/a
Top country of origin for visitors	UK	UK	n/a

Factors affecting statistics and notes:

Two bank holidays in May - Sunday 30th being the busiest day

Half Term

Record number of Visitors, Unique Visitors and Page Viewings so far

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.