

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **May**

		<u>May 08/09 results</u>	<u>Difference compared to 08/09</u>
Visitors to site	25,868	24,585	+1,283
Page viewings	87,348	81,445	+5,903
Absolute unique visitors	22,367	21,143	+1,224
Average length of time on site (mins)	3.10	2.51	+0.59
Average number of pages viewed per visit	3.38	3.31	+0.07
Most active day of the month	Tuesday 19th May	Monday 12th May	n/a
Most active hour of the day	10am	11am	n/a
Depth of visit figures (1 page)	36.89%	36.14%	+0.75%
Direct traffic	60.62%	63.71%	+3.09%
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	whats-on	n/a
Top country of origin for visitors	UK	UK	n/a

Notes: The website received the highest number of visits to the site, page viewings and unique visitors this month, since the launch of the site in 2008.

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

Half Term 23rd-31st

Two bank holidays 4th and 25th

Mayor Making ceremony 12th

Bandstand commencing on 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.