

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **November**

		<u>November 08/09 results</u>	<u>Difference compared to 08/09</u>
Visitors to site	15,079	13,513	+1,566
Page viewings	45,096	38,614	+6,482
Absolute unique visitors	13,171	11,935	+1,236
Average length of time on site (mins)	2.45	2.33	+0.12
Average number of pages viewed per visit	2.99	2.86	+0.13
Most active day of the month	5th November	5th November	n/a
Most active hour of the day	4pm	1pm	n/a
Depth of visit figures (1 page)	42.32%	41.27%	+1.05%
Direct traffic	59.61%	68.00%	-8.39%
Top source	google	portsmouth.gov.uk	n/a
Top referral site	portsmouth.gov.uk	portsmouth.gov.uk	n/a
Top keyword for the search engine	things to do in portsmouth	things to do in portsmouth	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

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

City fireworks 4th

Lord Mayor's Consort's Garden of Remembrance 5th

Remembrance Sunday 8th

Gunwharf Quays Snow Village opens 14th

Gunwharf Quays Christmas Light switch on 14th

Southsea Christmas Light switch on 12th

North End Christmas Light switch on 18th

Commercial Road Christmas Light switch on 19th

Children in Need event 20th

Cosham Christmas Light switch on 25th

Albert Road Christmas Light switch on 28th

Victorian Festival of Christmas 27th - 29th

The visits to the homepage were not logged this month due to a problem with the coding of the system, therefore visit figures would have been slightly higher than that stated.

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.