

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **October**

		<u>October 08/09 results</u>	<u>Difference compared to 08/09</u>
Visitors to site	18,831	16,192	+2,639
Page viewings	59,168	49,575	+9,593
Absolute unique visitors	16,531	13,938	+2,593
Average length of time on site (mins)	2.56	3	-0.44
Average number of pages viewed per visit	3.14	3.06	+0.08
Most active day of the month	Tuesday 27th October	Monday 27th October	n/a
Most active hour of the day	12 noon	12 noon	n/a
Depth of visit figures (1 page)	40.99%	37.92%	+3.07%
Direct traffic	55.76%	69.23%	-13.47%
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	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	what-to-see-and-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

Halloween activities across the city
Half Term 24th - 1st Nov
Saturday Bandstand 3rd
Portsmouth Film Festival 3rd - 11th
Ricky Gervais at the Guildhall 6th-8th
60+ Festival 5th - 16th
BBC Headroom 10th
Seafarers Service 17th
Farmers Market 18th
Royal Visit at the Mountbatten Centre 22nd Oct
Great South Run Weekend 24th and 25th
World Indoor Bowls Association Championship for Under 25's 28th - 1st Nov
Charity Firewalk 29th
Gunwharf Quays 'Spooky Space' Fireworks 30th

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.