

visitportsmouth.co.uk Usage Statistics 2009-2010

Month: **September**

		September 08/09 results	Difference compared to 08/09
Visitors to site	18,511	16,802	+1,709
Page viewings	60,340	51,759	+8,581
Absolute unique visitors	16,128	14,516	+1,612
Average length of time on site (mins)	3.02	2.53	+0.49
Average number of pages viewed per visit	3.26	3.08	+0.18
Most active day of the month	Friday 4th	Monday 1st	n/a
Most active hour of the day	12 noon	1pm	n/a
Depth of visit figures (1 page)	39.30%	38.15%	+1.15%
Direct traffic	58.66%	61.56%	-2.9%
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	what-to-see-and-do	n/a
Top country of origin for visitors	UK	UK	n/a

Notes: Once again we have achieved a number of positive increases compared to the same month last year.

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

World Cup Bid

Saturday Bandstand

Zippos Circus - 25th Aug 6th Sept

French Market at Gunwharf Quays 4th - 6th

Multicultural Festival 6th

Southsea Deck Your Chairs 12th - 13th

Relics of St Therese 16th - 17th

Micheal Ball at the Guildhall 16th

Songs from the Musicals by the Royal Marines Band 17th

Xtreme Part 2 at Gunwharf Quays 19th - 20th

Farmers Market 20th

Free tour of the Guildhall 23rd

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.