

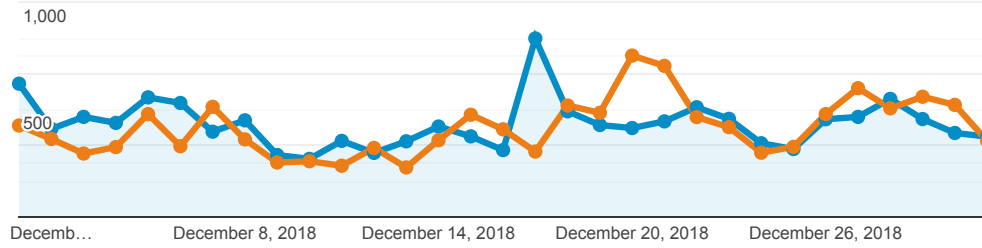
newport-news.org EOM Dashboard

Dec 1, 2018 - Dec 31, 2018
Compare to: Dec 1, 2017 - Dec 31, 2017

All Users
+0.00% Sessions

Visits

Dec 1, 2018 - Dec 31, 2018: Sessions
Dec 1, 2017 - Dec 31, 2017: Sessions



Sessions

Dec 1, 2018 - Dec 31, 2018

13,438
% of Total: 100.00% (13,438)



Dec 1, 2017 - Dec 31, 2017

12,895
% of Total: 100.00% (12,895)



Pageviews

Dec 1, 2018 - Dec 31, 2018

53,622
% of Total: 100.00% (53,622)



Dec 1, 2017 - Dec 31, 2017

26,328
% of Total: 100.00% (26,328)



Pages / Visit

Dec 1, 2018 - Dec 31, 2018

3.99
Avg for View: 3.99 (0.00%)



Dec 1, 2017 - Dec 31, 2017

2.04
Avg for View: 2.04 (0.00%)



Content Overview

Page	Pageviews	Pages / Session
/		
Dec 1, 2018 - Dec 31, 2018	6,901	2.55
Dec 1, 2017 - Dec 31, 2017	3,034	1.30
% Change	127.46%	95.80%
/visitors/events-and-festivals/		
Dec 1, 2018 - Dec 31, 2018	1,600	1.01

Dec 1, 2018 - Dec 31, 2018	4,699	4.06
Dec 1, 2017 - Dec 31, 2017	4,306	1.42
% Change	9.13%	185.07%
/visitors/things-to-do/outdoors-and-recreation/6/newport-news-park/		
Dec 1, 2018 - Dec 31, 2018	4,420	2.59
Dec 1, 2017 - Dec 31, 2017	190	1.88
% Change	2,226.32%	37.64%
/visitors/about-our-city/blog/2018/11/20/120/25-things-you-need-to-know-about-bayport-credit-union-25-nights-of-northern-lights/		
Dec 1, 2018 - Dec 31, 2018	1,644	2.92
Dec 1, 2017 - Dec 31, 2017	0	0.00
% Change	100.00%	100.00%
/ambassador-pass		
Dec 1, 2018 - Dec 31, 2018	1,274	2.63
Dec 1, 2017 - Dec 31, 2017	876	1.28
% Change	45.43%	104.81%
/ambassador-pass/		
Dec 1, 2018 - Dec 31, 2018	1,236	2.62
Dec 1, 2017 - Dec 31, 2017	951	1.25
% Change	29.97%	109.00%
/visitors/events-and-festivals/?page=1		
Dec 1, 2018 - Dec 31, 2018	1,041	8.07
Dec 1, 2017 - Dec 31, 2017	760	4.52
% Change	36.97%	78.38%
/visitors/things-to-do/attractions-and-museums/		
Dec 1, 2018 - Dec 31, 2018	999	4.50
Dec 1, 2017 - Dec 31, 2017	1,392	1.85
% Change	-28.23%	143.75%
/visitors/events-and-festivals/2346/26th-annual-celebration-in-lights/		
Dec 1, 2018 - Dec 31, 2018	929	4.44
Dec 1, 2017 - Dec 31, 2017	0	0.00
% Change	100.00%	100.00%
/visitors/things-to-do/events-and-festivals/?page=2		
Dec 1, 2018 - Dec 31, 2018	668	2.39
Dec 1, 2017 - Dec 31, 2017	371	1.27
% Change	80.05%	89.09%

Visitors Overview

Dec 1, 2018 - Dec 31, 2018

11,573

% of Total: 100.00% (11,573)



Dec 1, 2017 - Dec 31, 2017

11,195

% of Total: 100.00% (11,195)



Bounce Rate

Dec 1, 2018 - Dec 31, 2018

7.75%

Avg for View: 7.75% (0.00%)



Dec 1, 2017 - Dec 31, 2017

67.37%

Avg for View: 67.37% (0.00%)



Avg. Visit Duration

Dec 1, 2018 - Dec 31, 2018

00:01:16

Avg for View: 00:01:16 (0.00%)



Dec 1, 2017 - Dec 31, 2017

00:01:07

Avg for View: 00:01:07 (0.00%)



% New Visits

Dec 1, 2018 - Dec 31, 2018

78.72%

Avg for View: 78.72% (0.00%)



Dec 1, 2017 - Dec 31, 2017

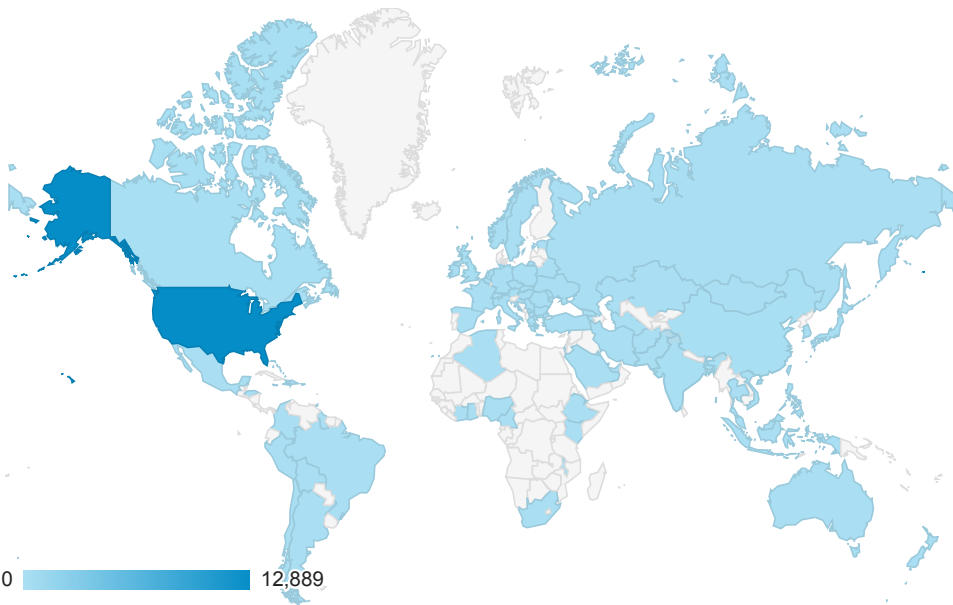
80.96%

Avg for View: 80.96% (0.00%)

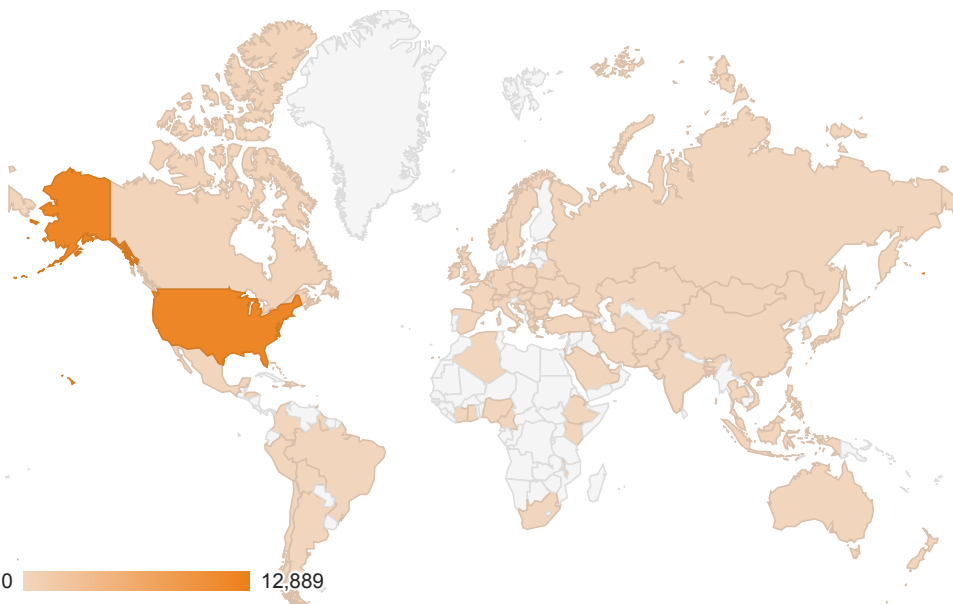


Visits

Dec 1, 2018 - Dec 31, 2018



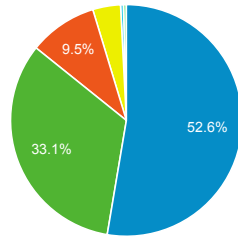
Dec 1, 2017 - Dec 31, 2017



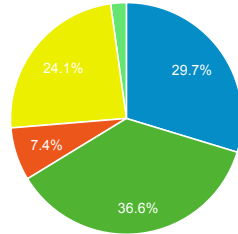
Traffic Types

■ organic ■ direct ■ referral ■ paid ■ display ■ Other

Dec 1, 2018 - Dec 31, 2018



Dec 1, 2017 - Dec 31, 2017



Sessions and % New Sessions by Device Category

Device Category	Sessions	% New Sessions
mobile		
Dec 1, 2018 - Dec 31, 2018	8,119	76.68%
Dec 1, 2017 - Dec 31, 2017	6,695	82.17%
% Change	21.27%	-6.67%
desktop		
Dec 1, 2018 - Dec 31, 2018	4,608	82.34%
Dec 1, 2017 - Dec 31, 2017	5,323	79.73%
% Change	-13.43%	3.27%
tablet		
Dec 1, 2018 - Dec 31, 2018	711	78.76%
Dec 1, 2017 - Dec 31, 2017	877	79.70%
% Change	-18.93%	-1.18%