Stats below for the West Devon website visits between 22 November and 31 December.

Beginning with the landing page (Christmas-events)

* This was our 20th most visited page during this period, with 419 hits, of which 321 were unique visits – this is a much more usual rate of repeat visits
* 37 entries on the page came directly from social media (92% of those were from Facebook, 8% from Twitter)
* 272 arrived at the page from the homepage, 27 from search engines, 8 from internal searches where the most commonly searched term was “Christmas”
* The average time spent on the page was 1 minute and 28 seconds.

From the landing page

* 118 people left the site entirely
* 45% returned to the main homepage
* 18% went to Tavistock events
* 11% went to Okehampton events
* 5.1% went to Chagford
* 5.1% went to Hatherleigh
* 15% left to other pages on our site

Looking at the individual pages

| **Town** | **Visits** | **Unique visits** | **Time on page** | **Referrals** |
| --- | --- | --- | --- | --- |
| Tavistock | 141 | 119 | 2 mins 82 secs | 61 from internal pages 1 from internal search 57 from search engines 3 direct entries  0 from social networks |
| Okehampton | 135 | 113 | 1 min 59 secs | 42 from internal pages  66 from search engines  0 from social networks  8 direct entries  20 page reloads |
| Hatherleigh | 42 | 33 | 0 mins 35 secs | 17 from internal pages 24 from search engines  0 from social networks |
| Chagford | 69 | 61 | 1 min 7 secs | 19 from internal pages  41 from search engines  0 from social networks  3 direct entries |