

FEMA.gov Web Performance Metrics

Sep 1, 2013 - Sep 30, 2013



Total Visits

1,966,298

% of Total: 100.00% (1,966,298)



Avg. Visit Duration

00:02:07

Site Avg: 00:02:07 (0.00%)



Pageviews

4,427,597

% of Total: 100.00% (4,427,597)



Unique Visitors

1,586,372

% of Total: 100.00% (1,586,372)



Avg. Pages / Visit

2.25

Site Avg: 2.25 (0.00%)



Avg. Time on Page

00:01:40

Site Avg: 00:01:40 (0.00%)



Bounce Rate

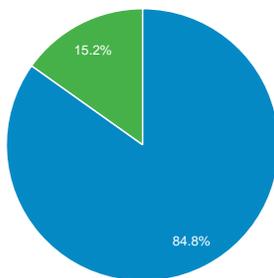
56.69%

Site Avg: 56.69% (0.00%)



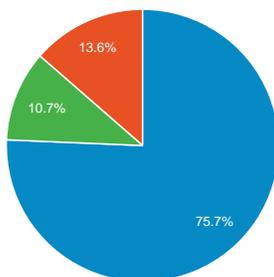
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov Federal Emergency Management Agency	467,331	57.24%
Are You Prepared?	231,997	77.51%
Disaster Declarations FEMA.gov	179,255	34.02%
Disaster Widget FEMA.gov	93,258	74.30%
The National Flood Insurance Program FEMA.gov	74,988	44.66%

Visits by Social Network

Social Network	Visits
Facebook	13,158
Twitter	5,192
Blogger	4,195
LinkedIn	624
WordPress	615
YouTube	459
ActiveRain	181
Yahoo! Answers	172
reddit	169
wikiHow	139

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	701,556	59.15%
google / organic	541,026	51.54%
bing / organic	104,182	42.35%
thesunchronicle.com / referral	60,663	71.03%
yahoo / organic	56,563	50.04%
ready.gov / referral	47,146	52.14%
training.fema.gov / referral	45,707	73.60%
links.govdelivery.com / referral	33,428	58.75%
floodsmart.gov / referral	26,827	45.50%
socialsecurity.gov / referral	20,530	91.60%