

FEMA.gov Web Performance Metrics

Oct 1, 2013 - Oct 31, 2013

All Visits
100.00%

Total Visits

1,856,210

% of Total: 100.00% (1,856,210)



Avg. Visit Duration

00:02:01

Site Avg: 00:02:01 (0.00%)



Pageviews

3,954,080

% of Total: 100.00% (3,954,080)



Unique Visitors

1,501,562

% of Total: 100.00% (1,501,562)



Avg. Pages / Visit

2.13

Site Avg: 2.13 (0.00%)



Avg. Time on Page

00:01:45

Site Avg: 00:01:45 (0.00%)



Bounce Rate

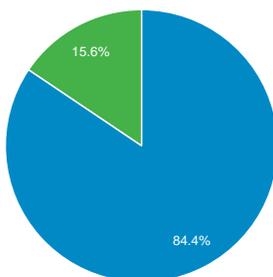
58.38%

Site Avg: 58.38% (0.00%)



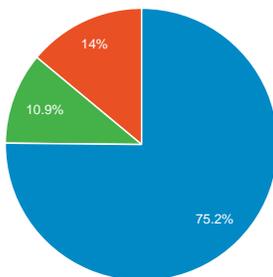
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov Federal Emergency Management Agency	431,615	61.25%
Are You Prepared?	285,933	79.24%
Disaster Declarations FEMA.gov	152,792	35.22%
Disaster Widget FEMA.gov	101,778	76.10%
The National Flood Insurance Program FEMA.gov	70,705	47.23%

Visits by Social Network

Social Network	Visits
Facebook	6,247
Blogger	3,607
Twitter	2,108
WordPress	620
reddit	547
LinkedIn	463
YouTube	377
Before It's News	252
ActiveRain	193
Yahoo! Answers	191

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	605,331	58.02%
google / organic	547,036	54.50%
bing / organic	94,160	44.24%
thesunchronicle.com / referral	64,883	73.48%
yahoo / organic	47,510	50.65%
training.fema.gov / referral	47,057	75.19%
ready.gov / referral	45,900	58.03%
socialsecurity.gov / referral	44,528	89.46%
ssa.gov / referral	39,488	82.88%
links.govdelivery.com / referral	28,988	61.10%

