

FEMA.gov Web Performance Metrics

Nov 1, 2013 - Nov 30, 2013



Total Visits

1,610,344

% of Total: 100.00% (1,610,344)



Avg. Visit Duration

00:02:12

Site Avg: 00:02:12 (0.00%)



Pageviews

3,385,004

% of Total: 100.00% (3,385,004)



Unique Visitors

1,310,826

% of Total: 100.00% (1,310,826)



Avg. Pages / Visit

2.10

Site Avg: 2.10 (0.00%)



Avg. Time on Page

00:01:54

Site Avg: 00:01:54 (0.00%)



Bounce Rate

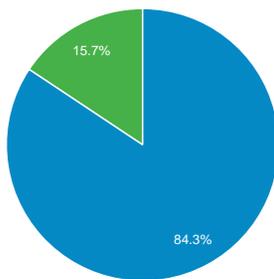
57.42%

Site Avg: 57.42% (0.00%)



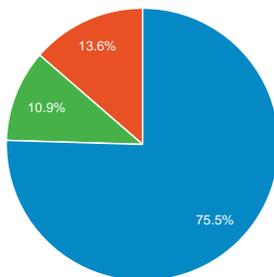
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	560,372	57.00%
google / organic	447,763	53.18%
bing / organic	77,717	41.98%
thesunchronicle.com / referral	69,222	72.22%
training.fema.gov / referral	42,806	74.79%
ready.gov / referral	39,910	57.34%
yahoo / organic	39,673	46.51%
links.govdelivery.com / referral	37,331	68.84%
socialsecurity.gov / referral	32,883	87.87%
ssa.gov / referral	23,806	82.42%

Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov Federal Emergency Management Agency	349,151	62.06%
Are You Prepared?	238,340	77.76%
Disaster Declarations FEMA.gov	126,682	35.74%
Disaster Widget FEMA.gov	91,936	76.39%
Welcome to the Assistance to Firefighters Grant Program FEMA.gov	69,070	29.29%

Visits by Social Network

Social Network	Visits
Facebook	6,693
Blogger	3,100
Twitter	2,295
LinkedIn	487
WordPress	427
YouTube	350
Yahoo! Answers	199
ActiveRain	177
reddit	172
Weebly	139

