

FEMA.gov Web Performance Metrics

Dec 1, 2013 - Dec 31, 2013

All Visits
100.00%

Total Visits

1,299,969

% of Total: 100.00% (1,299,969)



Avg. Visit Duration

00:02:16

Site Avg: 00:02:16 (0.00%)



Pageviews

2,699,970

% of Total: 100.00% (2,699,970)



Unique Visitors

1,055,578

% of Total: 100.00% (1,055,578)



Avg. Pages / Visit

2.08

Site Avg: 2.08 (0.00%)



Avg. Time on Page

00:01:57

Site Avg: 00:01:57 (0.00%)



Bounce Rate

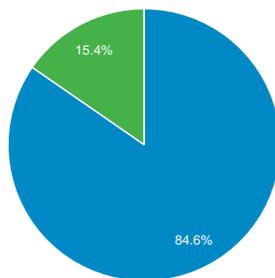
58.00%

Site Avg: 58.00% (0.00%)



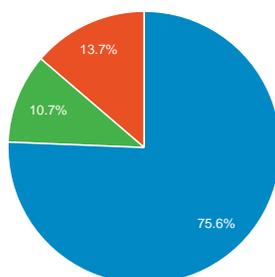
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov Federal Emergency Management Agency	284,987	64.53%
Are You Prepared?	238,083	77.48%
Disaster Declarations FEMA.gov	116,180	33.26%
Disaster Widget FEMA.gov	70,833	77.26%
Welcome to the Assistance to Firefighters Grant Program FEMA.gov	44,721	29.54%

Visits by Social Network

Social Network	Visits
Facebook	4,141
Blogger	2,239
Twitter	1,374
LinkedIn	493
WordPress	190
YouTube	157
Yahoo! Answers	152
Weebly	125
reddit	93
ActiveRain	90

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	455,634	56.87%
google / organic	348,194	52.84%
thesunchronicle.com / referral	68,610	74.95%
bing / organic	63,789	43.52%
socialsecurity.gov / referral	41,085	83.83%
training.fema.gov / referral	37,016	76.07%
ssa.gov / referral	30,898	76.67%
yahoo / organic	29,887	48.93%
ready.gov / referral	27,749	55.73%
links.govdelivery.com / referral	20,464	59.37%

