

DisasterAssistance.gov Web Performance Metrics

Dec 1, 2013 - Dec 31, 2013

All Visits
100.00%

Total Visits

58,913

% of Total: 100.00% (58,913)



Avg. Visit Duration

00:03:33

Site Avg: 00:03:33 (0.00%)



Pageviews

206,105

% of Total: 100.00% (206,105)



Unique Visitors

28,828

% of Total: 100.00% (28,828)



Avg. Pages / Visit

3.50

Site Avg: 3.50 (0.00%)



Avg. Time on Page

00:01:24

Site Avg: 00:01:24 (0.00%)



Bounce Rate

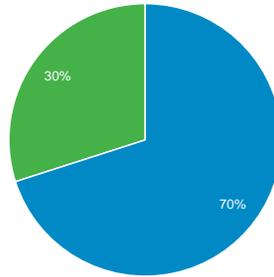
15.61%

Site Avg: 15.61% (0.00%)



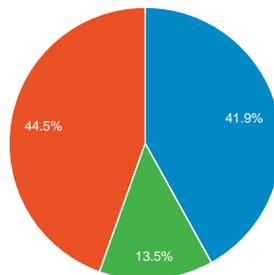
New vs. Returned Visitors

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)	28,015	20.79%
google / organic	9,551	10.24%
fema.gov / referral	7,615	8.50%
bing / organic	1,835	5.18%
m.fema.gov / referral	1,727	16.97%
yahoo / organic	1,293	9.51%
usasearch.fema.gov / referral	1,186	8.52%
google.com / referral	1,054	34.44%
search.usa.gov / referral	546	19.41%
us-mg6.mail.yahoo.com / referral	410	6.34%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Home Disaster Assistance.gov	156,144	14.33%
Find Assistance DisasterAssistance.gov	10,703	14.90%
Assistance by Federal Agency DisasterAssistance.gov	2,524	24.72%
Get Disaster Assistance DisasterAssistance.gov	2,265	19.43%
Disaster Survivor Application Checklist Disaster Assistance.gov	2,110	27.89%

Visits by Social Network

Social Network	Visits
Facebook	516
Twitter	44
Blogger	3
Squidoo	3
reddit	1
Vkontakte	1
WordPress	1
Yahoo! Answers	1
Yahoo! Bookmarks	1

