

# FEMA.gov Web Performance Metrics

Jan 1, 2014 - Jan 31, 2014



## Total Visits

**1,593,931**

% of Total: 100.00% (1,593,931)



## Avg. Visit Duration

**00:02:03**

Site Avg: 00:02:03 (0.00%)



## Pageviews

**3,336,084**

% of Total: 100.00% (3,336,084)



## Unique Visitors

**1,297,500**

% of Total: 100.00% (1,297,500)



## Avg. Pages / Visit

**2.09**

Site Avg: 2.09 (0.00%)



## Avg. Time on Page

**00:01:50**

Site Avg: 00:01:50 (0.00%)



## Bounce Rate

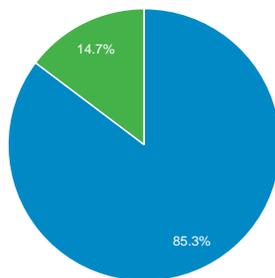
**58.48%**

Site Avg: 58.48% (0.00%)



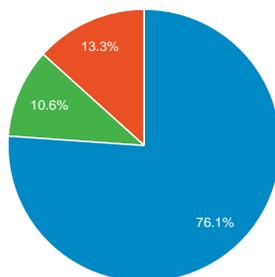
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov   Federal Emergency Management Agency	349,166	62.21%
Are You Prepared?	299,518	78.13%
Disaster Declarations   FEMA.gov	122,801	35.90%
Disaster Widget   FEMA.gov	90,097	77.48%
Training   FEMA.gov	53,277	45.56%

## Visits by Social Network

Social Network	Visits
Facebook	4,803
Blogger	3,238
Twitter	1,947
Before It's News	1,087
LinkedIn	551
YouTube	227
WordPress	188
Yahoo! Answers	139
Google+	137
reddit	122

## Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	537,841	57.17%
google / organic	425,903	52.26%
thesunchronicle.com / referral	93,746	74.06%
bing / organic	81,541	46.37%
training.fema.gov / referral	47,377	76.24%
ready.gov / referral	46,191	52.34%
ssa.gov / referral	37,853	81.77%
socialsecurity.gov / referral	35,513	88.31%
links.govdelivery.com / referral	25,101	65.40%
yahoo / organic	24,849	53.09%