

All Visits  
100.00%

Total Visits

**1,577,895**

% of Total: 100.00% (1,577,895)



Avg. Visit Duration

**00:02:01**

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



Pageviews

**3,261,702**

% of Total: 100.00% (3,261,702)



Unique Visitors

**1,297,882**

% of Total: 100.00% (1,297,882)



Avg. Pages / Visit

**2.07**

Site Avg: 2.07 (0.00%)



Avg. Time on Page

**00:01:50**

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



Bounce Rate

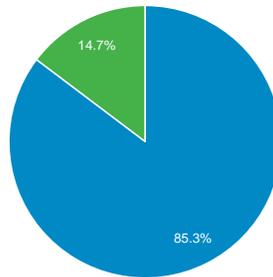
**58.18%**

Site Avg: 58.18% (0.00%)



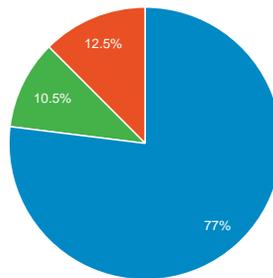
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov   Federal Emergency Management Agency	317,466	62.08%
Are You Prepared?	246,077	78.52%
Disaster Declarations   FEMA.gov	114,975	37.99%
Disaster Widget   FEMA.gov	78,063	78.23%
Training   FEMA.gov	51,050	45.64%

Visits by Social Network

Social Network	Visits
Facebook	8,534
Blogger	3,293
Twitter	2,659
LinkedIn	322
reddit	210
WordPress	209
Yahoo! Answers	159
YouTube	121
Weebly	108
ActiveRain	92

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	540,872	57.31%
google / organic	429,948	53.93%
thesunchronicle.com / referral	81,545	75.59%
bing / organic	80,955	47.00%
ready.gov / referral	63,820	46.14%
training.fema.gov / referral	41,574	75.87%
ssa.gov / referral	31,252	81.50%
socialsecurity.gov / referral	29,197	87.63%
links.govdelivery.com / referral	27,744	60.37%
yahoo / organic	18,877	56.29%