

# DisasterAssistance.gov Web Performance Metrics

Feb 1, 2014 - Feb 28, 2014

All Visits  
100.00%

## Total Visits

**39,006**

% of Total: 100.00% (39,006)



## Avg. Visit Duration

**00:04:10**

Site Avg: 00:04:10 (0.00%)



## Pageviews

**146,142**

% of Total: 100.00% (146,142)



## Unique Visitors

**23,543**

% of Total: 100.00% (23,543)



## Avg. Pages / Visit

**3.75**

Site Avg: 3.75 (0.00%)



## Avg. Time on Page

**00:01:30**

Site Avg: 00:01:30 (0.00%)



## Bounce Rate

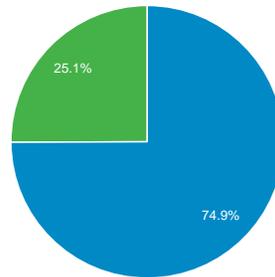
**14.56%**

Site Avg: 14.56% (0.00%)



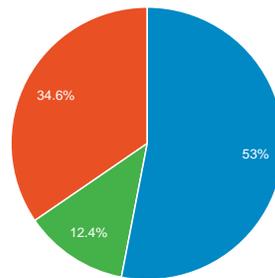
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Home   Disaster Assistance.gov	96,096	12.03%
Find Assistance   DisasterAssistance.gov	10,661	17.01%
Assistance by Federal Agency   DisasterAssistance.gov	2,362	26.88%
Disaster Assistance   DisasterAssistance.gov	2,027	23.18%
Assistance by Category   DisasterAssistance.gov	1,563	33.96%

## Visits by Social Network

Social Network	Visits
Facebook	54
Twitter	10
WordPress	6
Blogger	1
Weebly	1
Yahoo! Answers	1

## Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	14,575	21.17%
fema.gov / referral	6,880	8.79%
google / organic	6,483	9.93%
m.fema.gov / referral	1,504	11.17%
bing / organic	1,353	6.58%
usasearch.fema.gov / referral	1,069	8.04%
ready.gov / referral	721	9.71%
benefits.gov / referral	690	6.96%
google.com / referral	575	41.39%
search.usa.gov / referral	486	24.28%