

DisasterAssistance.gov Web Performance Metrics

Mar 1, 2014 - Mar 31, 2014

Total Visits

35,370

% of Total: 100.00% (35,370)



Avg. Visit Duration

00:04:36

Site Avg: 00:04:36 (0.00%)



Pageviews

139,845

% of Total: 100.00% (139,845)



Unique Visitors

21,501

% of Total: 100.00% (21,501)



Avg. Pages / Visit

3.95

Site Avg: 3.95 (0.00%)



Avg. Time on Page

00:01:32

Site Avg: 00:01:32 (0.00%)



Bounce Rate

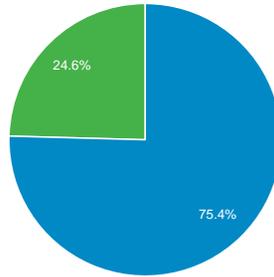
15.99%

Site Avg: 15.99% (0.00%)



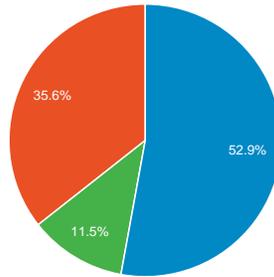
New vs. Returned Visitors

■ 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) | 13,958 | 24.19% |
| google / organic | 6,061 | 10.56% |
| fema.gov / referral | 5,296 | 7.69% |
| bing / organic | 1,221 | 9.50% |
| usasearch.fema.gov / referral | 1,045 | 10.81% |
| m.fema.gov / referral | 881 | 8.97% |
| ready.gov / referral | 783 | 6.90% |
| google.com / referral | 642 | 38.63% |
| benefits.gov / referral | 587 | 6.13% |
| search.usa.gov / referral | 581 | 20.31% |

Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| Home Disaster Assistance.gov | 90,111 | 13.06% |
| Find Assistance DisasterAssistance.gov | 8,656 | 33.03% |
| Assistance by Federal Agency DisasterAssistance.gov | 2,218 | 41.67% |
| Disaster Assistance DisasterAssistance.gov | 1,779 | 15.97% |
| Disaster Types DisasterAssistance.gov | 1,739 | 17.52% |

Visits by Social Network

| Social Network | Visits |
|----------------|--------|
| Facebook | 27 |
| WordPress | 9 |
| Twitter | 6 |
| Blogger | 1 |
| LinkedIn | 1 |
| Weebly | 1 |