

FEMA.gov Web Performance Metrics

Sep 1, 2014 - Sep 30, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

2,669,808

% of Total: 100.00% (2,669,808)



Avg. Visit Duration

00:01:32

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



Pageviews

4,724,548

% of Total: 100.00% (4,724,548)



Unique Visitors

2,209,123

% of Total: 100.00% (2,209,123)



Avg. Pages / Visit

1.77

Site Avg: 1.77 (0.00%)



Avg. Time on Page

00:01:56

Site Avg: 00:01:56 (0.00%)



Bounce Rate

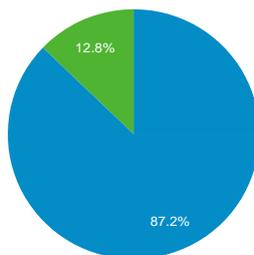
63.34%

Site Avg: 63.34% (0.00%)



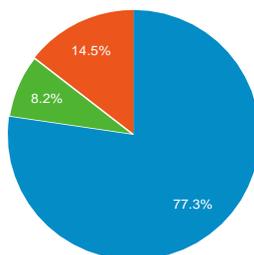
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA Flood Map Service Center Home	432,990	59.88%
FEMA Flood Map Service Center Search By Address	424,166	96.62%
FEMA.gov Federal Emergency Management Agency	336,463	65.36%
Are You Prepared?	291,760	78.29%
Disaster Declarations FEMA.gov	127,110	45.72%

Visits by Social Network

Social Network	Sessions
Facebook	7,945
Twitter	2,303
Blogger	2,183
LinkedIn	560
WordPress	359
Dailymotion	91
tinyURL	83
Google+	73
wikiHow	69
Pinterest	63

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	1,202,182	67.97%
google / organic	626,224	58.96%
ready.gov / referral	134,408	38.83%
thesunchronicle.com / referral	113,302	75.99%
bing / organic	81,396	49.90%
links.govdelivery.com / referral	48,423	60.77%
usasearch.fema.gov / referral	44,634	58.83%
fema.gov / referral	42,347	70.69%
yahoo / organic	37,898	57.28%
socialsecurity.gov / referral	26,447	88.37%

