

FEMA.gov Web Performance Metrics

Aug 1, 2014 - Aug 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

2,544,141

% of Total: 100.00% (2,544,141)



Avg. Visit Duration

00:01:31

Site Avg: 00:01:31 (0.00%)



Pageviews

4,618,067

% of Total: 100.00% (4,618,067)



Unique Visitors

2,101,033

% of Total: 100.00% (2,101,033)



Avg. Pages / Visit

1.82

Site Avg: 1.82 (0.00%)



Avg. Time on Page

00:01:49

Site Avg: 00:01:49 (0.00%)



Bounce Rate

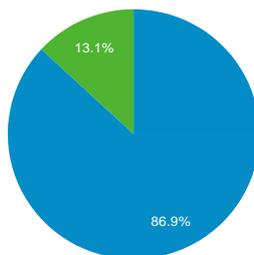
64.12%

Site Avg: 64.12% (0.00%)



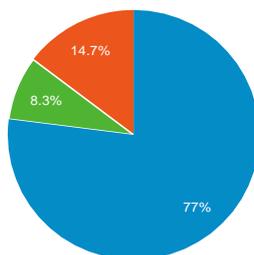
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| FEMA Flood Map Service Center Home | 493,914 | 60.94% |
| FEMA Flood Map Service Center Search By Address | 426,588 | 97.40% |
| FEMA.gov Federal Emergency Management Agency | 332,389 | 65.73% |
| Are You Prepared? | 280,779 | 79.42% |
| Disaster Declarations FEMA.gov | 142,524 | 43.98% |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 6,375 |
| Blogger | 2,070 |
| Twitter | 1,589 |
| LinkedIn | 1,122 |
| tinyURL | 341 |
| WordPress | 269 |
| reddit | 244 |
| wikiHow | 76 |
| Weebly | 61 |
| Google+ | 46 |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|----------------------------------|-----------|-------------|
| (direct) / (none) | 1,220,554 | 67.97% |
| google / organic | 603,034 | 58.04% |
| thesunchronicle.com / referral | 105,196 | 76.08% |
| ready.gov / referral | 83,084 | 45.39% |
| bing / organic | 77,268 | 47.86% |
| usasearch.fema.gov / referral | 42,643 | 59.82% |
| yahoo / organic | 35,742 | 57.06% |
| fema.gov / referral | 35,453 | 70.34% |
| links.govdelivery.com / referral | 30,201 | 62.42% |
| socialsecurity.gov / referral | 27,510 | 90.50% |

