

# DisasterAssistance.gov Web Performance Metrics

Aug 1, 2014 - Aug 31, 2014

All Sessions  
100.00%

+ Add Segment

## Total Visits

**49,014**  
% of Total: 100.00% (49,014)



## Avg. Visit Duration

**00:03:20**  
Site Avg: 00:03:20 (0.00%)



## Pageviews

**213,840**  
% of Total: 100.00% (213,840)



## Unique Visitors

**30,725**  
% of Total: 100.00% (30,725)



## Avg. Pages / Visit

**4.36**  
Site Avg: 4.36 (0.00%)



## Avg. Time on Page

**00:00:59**  
Site Avg: 00:00:59 (0.00%)



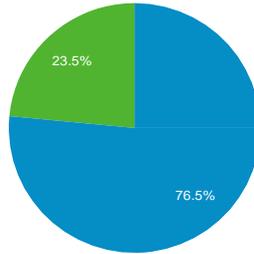
## Bounce Rate

**16.09%**  
Site Avg: 16.09% (0.00%)



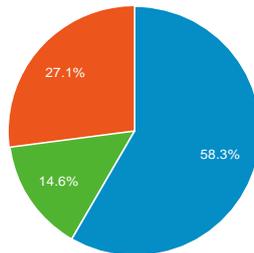
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Home   Disaster Assistance.gov	105,992	13.52%
Disaster Assistance Center	39,380	44.82%
Find Assistance   DisasterAssistance.gov	15,588	31.97%
DisasterAssistance.gov Mobile	14,771	58.82%
Disaster Survivor Application Checklist   Disaster Assistance.gov	2,773	22.16%

## Visits by Social Network

Social Network	Sessions
Facebook	297
WordPress	16
Twitter	11
TypePad	11
Blogger	2
LinkedIn	1

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	13,703	27.21%
fema.gov / referral	13,291	8.46%
google / organic	6,022	13.23%
m.fema.gov / referral	3,883	10.35%
bing / organic	1,440	9.72%
usasearch.fema.gov / referral	1,417	12.42%
yahoo / organic	1,244	13.83%
google.com / referral	993	45.82%
ready.gov / referral	761	8.80%
search.usa.gov / referral	625	19.20%

