

FloodSmart Web Performance Metrics

Sep 1, 2014 - Sep 30, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

241,452

% of Total: 100.00% (241,452)



Avg. Visit Duration

00:02:58

Site Avg: 00:02:58 (0.00%)



Pageviews

817,919

% of Total: 100.00% (817,919)



Unique Visitors

192,909

% of Total: 100.00% (192,909)



Avg. Pages / Visit

3.39

Site Avg: 3.39 (0.00%)



Avg. Time on Page

00:01:14

Site Avg: 00:01:14 (0.00%)



Bounce Rate

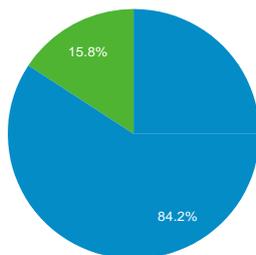
44.59%

Site Avg: 44.59% (0.00%)



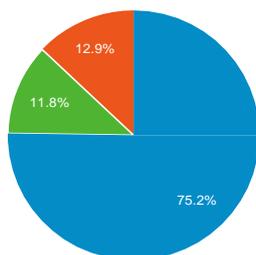
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Insurance Flood Maps Flood Risk Flood Smart	198,298	41.85%
Floodsmart.gov	125,438	55.45%
Flood Map Update Schedule Flood Risks Flood Insurance FloodSmart	90,636	31.52%
Flooding Flood Risks Flood Maps FloodSmart	28,190	33.25%
Residential Coverage Flood Insurance NFIP FloodSmart	27,565	29.39%

Visits by Social Network

Social Network	Sessions
Facebook	538
Twitter	63
Yahoo! Answers	30
tinyURL	9
WordPress	8
Photobucket	7
reddit	7
Weebly	7
Blogger	6
Travellerspoint	6

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	100,999	39.30%
(direct) / (none)	59,645	53.10%
bing / organic	9,768	36.50%
fema.gov / referral	9,439	23.79%
usasearch.fema.gov / referral	6,683	33.23%
ads.tw.adsonar.com / referral	5,899	63.72%
yahoo / organic	5,892	36.49%
ads.adsonar.com / referral	3,035	58.81%
ssl-ads-tw.adsonar.com / referral	1,280	84.61%
al	1,280	84.61%
secure.fulcircle.com / referral	1,247	54.61%

