

FloodSmart Web Performance Metrics

Aug 1, 2014 - Aug 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

219,932

% of Total: 100.00% (219,932)



Avg. Visit Duration

00:03:17

Site Avg: 00:03:17 (0.00%)



Pageviews

813,925

% of Total: 100.00% (813,925)



Unique Visitors

173,070

% of Total: 100.00% (173,070)



Avg. Pages / Visit

3.70

Site Avg: 3.70 (0.00%)



Avg. Time on Page

00:01:13

Site Avg: 00:01:13 (0.00%)



Bounce Rate

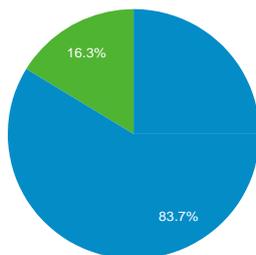
40.03%

Site Avg: 40.03% (0.00%)



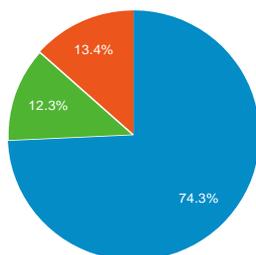
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Insurance Flood Maps Flood Risk FloodSmart	179,524	33.95%
Floodsmart.gov	133,950	52.75%
Flood Map Update Schedule Flood Risks Flood Insurance FloodSmart	89,033	29.89%
Residential Coverage Flood Insurance NFIP FloodSmart	29,795	27.39%
Flooding Flood Risks Flood Maps FloodSmart	27,801	29.82%

Visits by Social Network

Social Network	Sessions
Facebook	414
Twitter	56
Yahoo! Answers	38
reddit	27
Blogger	10
WordPress	8
Weebly	6
LinkedIn	5
Before It's News	4
Netvibes	4

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	102,193	37.60%
(direct) / (none)	48,765	45.26%
bing / organic	10,627	35.32%
fema.gov / referral	9,020	23.45%
usasearch.fema.gov / referral	7,050	32.21%
yahoo / organic	5,914	34.71%
aol / organic	1,156	29.93%
flash.org / referral	1,112	24.01%
secure.fulcircle.com / referral	955	58.22%
ready.gov / referral	948	63.19%

