

FEMA.gov Web Performance Metrics

Oct 1, 2014 - Oct 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

2,672,528

% of Total: 100.00% (2,672,528)



Avg. Visit Duration

00:01:30

Site Avg: 00:01:30 (0.00%)



Pageviews

4,786,327

% of Total: 100.00% (4,786,327)



Unique Visitors

2,142,967

% of Total: 100.00% (2,142,967)



Avg. Pages / Visit

1.79

Site Avg: 1.79 (0.00%)



Avg. Time on Page

00:01:51

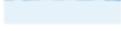
Site Avg: 00:01:51 (0.00%)



Bounce Rate

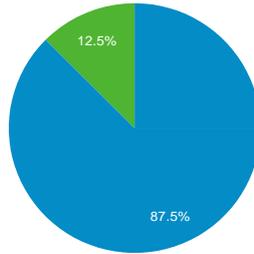
63.10%

Site Avg: 63.10% (0.00%)



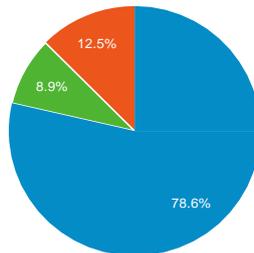
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| FEMA Flood Map Service Center Search By Address | 404,851 | 95.88% |
| FEMA Flood Map Service Center Home | 397,995 | 55.23% |
| FEMA.gov Federal Emergency Management Agency | 359,828 | 64.43% |
| Are You Prepared? | 323,372 | 79.02% |
| Disaster Declarations FEMA.gov | 124,114 | 45.12% |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 6,170 |
| Blogger | 2,127 |
| Twitter | 1,056 |
| Weebly | 362 |
| WordPress | 337 |
| reddit | 316 |
| LinkedIn | 284 |
| Google+ | 82 |
| tinyURL | 67 |
| Dailymotion | 63 |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|----------------------------------|-----------|-------------|
| (direct) / (none) | 1,166,872 | 66.93% |
| google / organic | 686,471 | 58.36% |
| thesunchronicle.com / referral | 128,797 | 77.36% |
| ready.gov / referral | 96,464 | 45.29% |
| bing / organic | 96,077 | 50.71% |
| yahoo / organic | 48,322 | 56.01% |
| usasearch.fema.gov / referral | 43,872 | 55.55% |
| fema.gov / referral | 38,398 | 65.41% |
| links.govdelivery.com / referral | 31,739 | 59.84% |
| socialsecurity.gov / referral | 30,815 | 88.18% |

