

DisasterAssistance.gov Web Performance Metrics

Oct 1, 2014 - Oct 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

498,604

% of Total: 100.00% (498,604)



Avg. Visit Duration

00:07:36

Site Avg: 00:07:36 (0.00%)



Pageviews

5,724,975

% of Total: 100.00% (5,724,975)



Unique Visitors

168,362

% of Total: 100.00% (168,362)



Avg. Pages / Visit

11.48

Site Avg: 11.48 (0.00%)



Avg. Time on Page

00:00:43

Site Avg: 00:00:43 (0.00%)



Bounce Rate

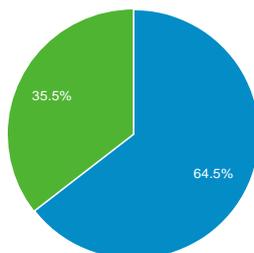
17.03%

Site Avg: 17.03% (0.00%)



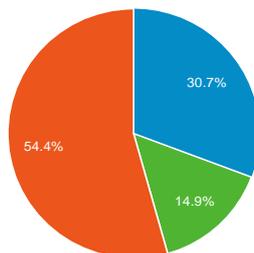
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Disaster Assista	2,416,166	36.84%
nce Center		
DisasterAssista	1,545,963	53.72%
nce.gov Mobile		
Home Disaster	1,299,925	10.37%
Assistance.gov		
Disaster Assista	122,553	33.16%
nce Center (Mo		
bile)-(mobile)		
DisasterAssista	83,846	30.81%
nce.gov Mobile -		
(Mobile)		

Visits by Social Network

Social Network	Sessions
Facebook	4,073
WordPress	411
Twitter	140
reddit	19
Pocket	2
Blogger	1
Google+	1
Weebly	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	249,146	20.71%
google / organic	64,333	12.69%
fema.gov / referral	61,472	10.40%
m.fema.gov / referral	24,225	18.41%
bing / organic	12,294	6.54%
hp_promo / web	10,513	7.81%
yahoo / organic	9,642	8.55%
google.com / referral	9,304	41.72%
usasearch.fema.gov / referral	8,390	14.71%
myfoxdetroit.com / referral	4,959	14.90%

