

# FloodSmart Web Performance Metrics

Oct 1, 2014 - Oct 31, 2014

All Sessions  
100.00%

+ Add Segment

## Total Visits

**246,182**

% of Total: 100.00% (246,182)



## Avg. Visit Duration

**00:02:38**

Site Avg: 00:02:38 (0.00%)



## Pageviews

**758,202**

% of Total: 100.00% (758,202)



## Unique Visitors

**200,055**

% of Total: 100.00% (200,055)



## Avg. Pages / Visit

**3.08**

Site Avg: 3.08 (0.00%)



## Avg. Time on Page

**00:01:16**

Site Avg: 00:01:16 (0.00%)



## Bounce Rate

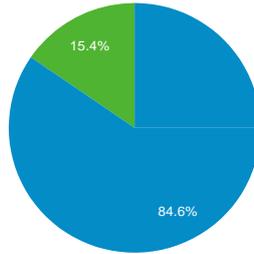
**50.43%**

Site Avg: 50.43% (0.00%)



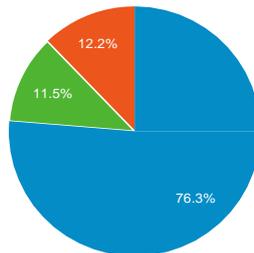
## New vs. Returned Visitors

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	207,912	50.82%
Floodsmart.gov	113,323	57.09%
Flood Map Update Schedule   Flood Risks   Flood Insurance   FloodSmart	74,177	33.35%
Flooding   Flood Risks   Flood Maps   FloodSmart	27,458	45.76%
Residential Coverage   Flood Insurance   NFIP   FloodSmart	22,873	32.31%

## Visits by Social Network

Social Network	Sessions
Facebook	272
Photobucket	80
tinyURL	48
Twitter	39
Yahoo! Answers	25
Blogger	13
Topix	11
WordPress	8
BlackPlanet	5
reddit	3

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	94,298	39.42%
(direct) / (none)	81,112	62.86%
fema.gov / referral	7,728	24.72%
bing / organic	7,181	40.11%
ads.tw.adsonar.com / referral	4,892	70.61%
yahoo / organic	4,812	35.97%
usasearch.fema.gov / referral	4,461	34.97%
ssl-ads-tw.adsonar.com / referral	4,286	82.29%
zillow.com / referral	1,212	85.64%
secure.fulcircle.com / referral	1,085	54.93%

