

FEMA.gov Web Performance Metrics

Nov 1, 2014 - Nov 30, 2014

Total Visits

1,924,779

% of Total: 100.00% (1,924,779)



Avg. Visit Duration

00:01:46

Site Avg: 00:01:46 (0.00%)



Pageviews

3,721,852

% of Total: 100.00% (3,721,852)



Unique Visitors

1,460,619

% of Total: 100.00% (1,460,619)



Avg. Pages / Visit

1.93

Site Avg: 1.93 (0.00%)



Avg. Time on Page

00:01:50

Site Avg: 00:01:50 (0.00%)



Bounce Rate

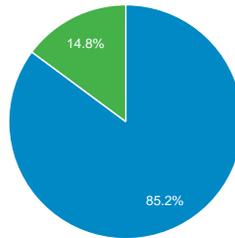
56.08%

Site Avg: 56.08% (0.00%)



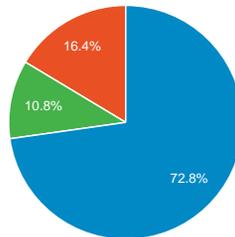
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	708,065	54.98%
google / organic	537,695	53.38%
thesunchronicle.com / referral	113,825	77.49%
bing / organic	77,220	47.59%
ready.gov / referral	65,926	52.27%
socialsecurity.gov / referral	40,798	85.72%
yahoo / organic	36,176	51.51%
ssa.gov / referral	35,189	83.30%
usasearch.fema.gov / referral	32,053	41.11%
fema.gov / referral	23,051	37.83%

Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA Flood Map Service Center Home	359,857	21.98%
FEMA Flood Map Service Center Search By Address	327,434	87.98%
Are You Prepared?	312,577	79.14%
FEMA.gov Federal Emergency Management Agency	282,138	67.48%
Disaster Declarations FEMA.gov	97,375	43.38%

Visits by Social Network

Social Network	Sessions
Facebook	6,221
Blogger	2,128
Twitter	986
LinkedIn	653
WordPress	163
Weebly	145
tinyURL	84
reddit	82
Diigo	60
Google+	44