

DisasterAssistance.gov 2014 Search Web Performance Metrics

Jan 1, 2014 - Dec 31, 2014

Total Unique Searches

17,780

% of Total: 100.00% (17,780)



Total Visits

13,623

% of Total: 100.00% (13,623)

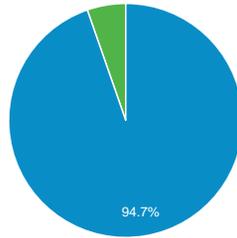


Top Unique Searches

Search Term	Total Unique Searches
Search by Keywords...	485
applicant inquiry	293
sba	229
appeal	191
correspondence	178
michigan	162
loan	104
fax number	85
login	81
sba loan	81

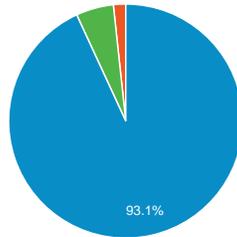
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Avg. Visit Duration

00:00:55

Avg for View: 00:00:55 (0.00%)



Avg. Pages / Visit

1.67

Avg for View: 1.67 (0.00%)



Avg. Time on Page

00:01:21

Avg for View: 00:01:21 (0.00%)



Bounce Rate

67.94%

Avg for View: 67.94% (0.00%)

