

# Floodsmart.gov Web Performance Metrics

Jan 1, 2014 - Dec 31, 2014

## Total Visits

**1,937,111**

% of Total: 100.00% (1,937,111)



## Avg. Visit Duration

**00:03:02**

Avg for View: 00:03:02 (0.00%)



## Pageviews

**6,878,493**

% of Total: 100.00% (6,878,493)



## Unique Visitors

**1,472,121**

% of Total: 100.00% (1,472,121)



## Avg. Pages / Visit

**3.55**

Avg for View: 3.55 (0.00%)



## Avg. Time on Page

**00:01:11**

Avg for View: 00:01:11 (0.00%)



## Bounce Rate

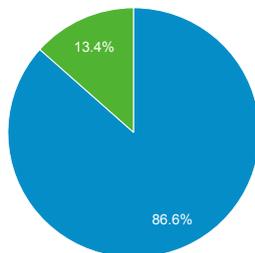
**42.79%**

Avg for View: 42.79% (0.00%)



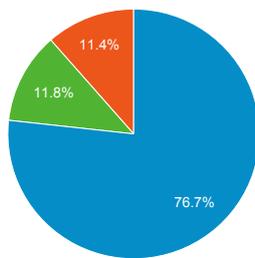
## New vs. Returned Visitor

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Insurance	1,603,623	38.18%
Floodsmart.gov	1,096,595	51.13%
Flood Map Update Schedule	757,943	30.64%
Flooding Risks	249,631	36.40%
Residential Coverage, NFIP	231,576	30.61%

## Visits by Social Network

Social Network	Sessions
Facebook	3,234
Twitter	449
Yahoo! Answers	208
reddit	163
Photobucket	121
WordPress	97
tinyURL	79
Blogger	60
LinkedIn	35
Weebly	34

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	832,086	37.88%
(direct) / (none)	497,274	49.91%
bing / organic	77,490	36.53%
fema.gov / referral	71,934	21.87%
yahoo / organic	45,502	34.80%
usasearch.fema.gov / referral	37,228	32.76%
ads.tw.adsonar.com / referral	25,540	66.56%
ads.adsonar.com / referral	25,432	51.35%
ad.doubleclick.net / referral	14,593	91.08%
flash.org / referral	8,669	23.05%