

FEMA.gov Web Performance Metrics

Jan 1, 2014 - Dec 31, 2014

Total Visits



Avg. Visit Duration



Pageviews



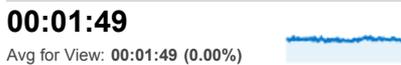
Unique Visitors



Avg. Pages / Visit



Avg. Time on Page

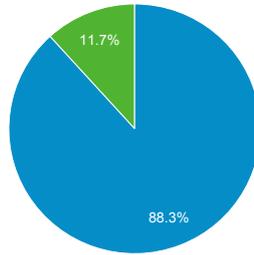


Bounce Rate



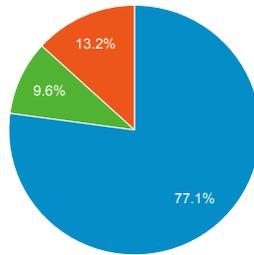
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



FEMA.gov Top Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	3,990,785	64.95%
Are You Prepared	3,535,748	78.94%
Flood Map	2,174,381	45.78%
Flood Map Service Cente	1,994,007	94.91%
Disaster Declarations	1,453,320	41.53%

Visits by Social Network

Social Network	Sessions
Facebook	71,149
Blogger	30,855
Twitter	19,530
LinkedIn	5,473
WordPress	2,702
reddit	2,103
Weebly	1,615
Before It's News	1,278
wikiHow	833
Google+	770

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	9,771,353	60.46%
google / organic	6,212,017	56.54%
thesunchronicle.com/referral	1,331,478	76.65%
bing / organic	1,003,929	48.08%
ready.gov / referral	975,417	46.95%
yahoo / organic	421,109	54.11%
socialsecurity.gov / referral	368,973	88.24%
links.govdelivery.com/referral	348,007	62.44%
ssa.gov / referral	340,877	84.71%
usasearch.fema.gov / referral	323,790	51.79%