

# Floodsmart.gov Web Performance Metrics

Jan 1, 2015 - Jan 31, 2015

## Total Visits

**163,092**

% of Total: 100.00% (163,092)



## Avg. Visit Duration

**00:03:10**

Avg for View: 00:03:10 (0.00%)



## Pageviews

**599,178**

% of Total: 100.00% (599,178)



## Unique Visitors

**126,621**

% of Total: 100.00% (126,621)



## Avg. Pages / Visit

**3.67**

Avg for View: 3.67 (0.00%)



## Avg. Time on Page

**00:01:11**

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



## Bounce Rate

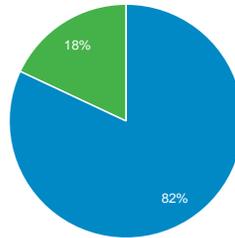
**38.42%**

Avg for View: 38.42% (0.00%)



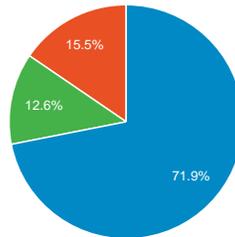
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	82,691	38.51%
(direct) / (none)	35,443	36.51%
bing / organic	7,306	38.83%
yahoo / organic	4,882	34.51%
usasearch.fema.gov / referral	4,449	33.67%
fema.gov / referral	3,623	26.08%
flash.org / referral	932	23.39%
secure.fulcircle.com / referral	674	58.01%
aol / organic	660	30.15%
ad.doubleclick.net / referral	650	99.54%

## Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Insurance Flood Maps Flood Risk FloodSmart	129,452	30.39%
Floodsmart.gov	109,474	54.42%
Flood Map Update Schedule Flood Risks Flood Insurance FloodSmart	63,219	31.25%
Flooding Flood Risks Flood Maps FloodSmart	22,874	41.22%
Residential Coverage Flood Insurance NFIP   FloodSmart	21,320	31.00%

## Visits by Social Network

Social Network	Sessions
Facebook	229
Weebly	39
LinkedIn	31
Yahoo! Answers	26
Twitter	19
Blogger	13
reddit	6
WordPress	5
Houzz	4
tinyURL	4