

FEMA.gov Web Performance Metrics

Feb 1, 2015 - Feb 28, 2015

Total Visits

2,160,447

% of Total: 100.00% (2,160,447)



Avg. Visit Duration

00:01:39

Avg for View: 00:01:39 (0.00%)



Pageviews

4,062,131

% of Total: 100.00% (4,062,131)



Unique Visitors

1,654,962

% of Total: 100.00% (1,654,962)



Avg. Pages / Visit

1.88

Avg for View: 1.88 (0.00%)



Avg. Time on Page

00:01:50

Avg for View: 00:01:50 (0.00%)



Bounce Rate

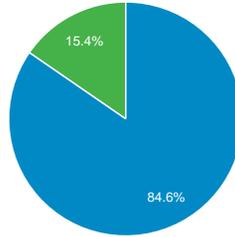
58.17%

Avg for View: 58.17% (0.00%)



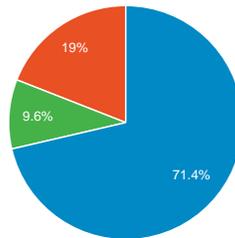
New vs. Returned Visitors

■ 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)	684,547	50.48%
google / organic	570,614	54.07%
thesunchronicle.com / referral	324,432	87.82%
bing / organic	66,444	45.98%
ready.gov / referral	62,479	49.19%
usasearch.fema.gov / referral	47,016	40.08%
yahoo / organic	42,784	47.86%
ssa.gov / referral	39,615	83.83%
socialsecurity.gov / referral	34,088	87.92%
fema.gov / referral	19,753	29.04%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Are You Prepared?	550,300	85.99%
FEMA.gov	401,611	67.51%
FEMA Flood Map Service Center	390,350	10.50%
FEMA Flood Ma[Service Cente Search By Address	380,149	75.39%
Disaster Declarations	92,413	46.08%

Visits by Social Network

Social Network	Sessions
Facebook	5,901
Blogger	1,913
Twitter	910
LinkedIn	612
Weebly	380
Google+	55
reddit	53
wikiHow	49
Netvibes	44
Before It's News	41