

Floodsmart.gov Web Performance Metrics

Jan 31, 2015 - Mar 2, 2015

Total Visits

175,043

% of Total: 100.00% (175,043)



Avg. Visit Duration

00:03:16

Avg for View: 00:03:16 (0.00%)



Pageviews

644,196

% of Total: 100.00% (644,196)



Unique Visitors

135,371

% of Total: 100.00% (135,371)



Avg. Pages / Visit

3.68

Avg for View: 3.68 (0.00%)



Avg. Time on Page

00:01:13

Avg for View: 00:01:13 (0.00%)



Bounce Rate

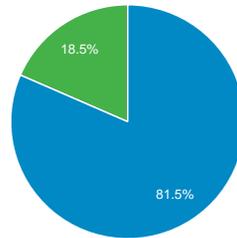
38.16%

Avg for View: 38.16% (0.00%)



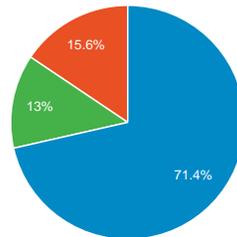
New vs. Returned Visitors

■ 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	89,828	39.13%
(direct) / (none)	36,302	35.15%
bing / organic	7,833	38.44%
yahoo / organic	6,018	34.58%
usasearch.fema.gov / referral	5,155	32.88%
fema.gov / referral	2,932	22.95%
flash.org / referral	1,005	23.88%
aol / organic	794	25.06%
secure.fulcircle.com / referral	767	56.06%
us.wow.com / referral	712	30.90%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Insurance Flood Map Flood Risk FloodSmart	137,532	29.71%
Floodsmart.gov	111,237	56.25%
Flood Map Update tSchedule Flood Risks Flood Insurance FloodSmart	66,614	32.88%
Flooding Flood Risks Flood Maps FloodSmart	23,799	44.24%
Residential Coverage Flood Insurance NFIP FloodSmart	23,339	29.18%

Visits by Social Network

Social Network	Sessions
Facebook	285
Twitter	68
reddit	14
Yahoo! Answers	12
LinkedIn	11
WordPress	8
Diigo	6
Stack Exchange	6
Houzz	4
tinyURL	4