

FEMA.gov Web Performance Metrics

Mar 1, 2015 - Mar 31, 2015

Total Visits

2,248,967

% of Total: 100.00% (2,248,967)



Avg. Visit Duration

00:01:47

Avg for View: 00:01:47 (0.00%)



Pageviews

4,400,030

% of Total: 100.00% (4,400,030)



Unique Visitors

1,669,540

% of Total: 100.00% (1,669,540)



Avg. Pages / Visit

1.96

Avg for View: 1.96 (0.00%)



Avg. Time on Page

00:01:49

Avg for View: 00:01:49 (0.00%)



Bounce Rate

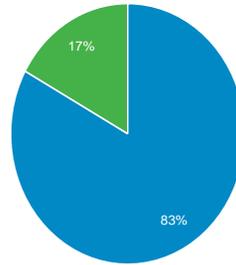
54.83%

Avg for View: 54.83% (0.00%)



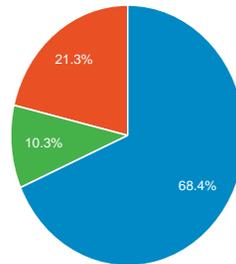
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	462,706	67.80%
Flood Management		
Map Service Center	448,298	10.59%
Flood Map Service Center by Address	446,306	75.61%
Are You Prepared?	340,908	80.55%
Disaster Declaration	107,597	48.53%

Visits by Social Network

Social Network	Sessions
Facebook	14,441
Twitter	2,711
Blogger	2,009
LinkedIn	702
Weebly	287
Dailymotion	258
reddit	118
wikiHow	97
Netvibes	89
WordPress	51

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	782,494	50.62%
google / organic	671,903	54.93%
thesunchronicle.com / referral	145,245	79.98%
bing / organic	79,665	46.24%
ready.gov / referral	63,254	45.77%
usasearch.fema.gov / referral	50,724	39.31%
yahoo / organic	49,619	47.49%
ssa.gov / referral	34,465	84.67%
socialsecurity.gov / referral	32,207	88.36%
links.govdelivery.com /	24,816	61.03%