

Floodsmart.gov Web Performance Metrics

Mar 1, 2015 - Mar 31, 2015

Total Visits

208,435
% of Total: 100.00% (208,435)



Avg. Visit Duration

00:03:06
Avg for View: 00:03:06 (0.00%)



Pageviews

750,581
% of Total: 100.00% (750,581)



Unique Visitors

164,043
% of Total: 100.00% (164,043)



Avg. Pages / Visit

3.60
Avg for View: 3.60 (0.00%)



Avg. Time on Page

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



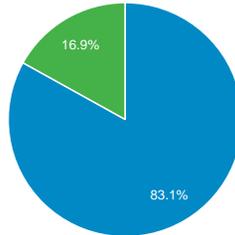
Bounce Rate

37.20%
Avg for View: 37.20% (0.00%)



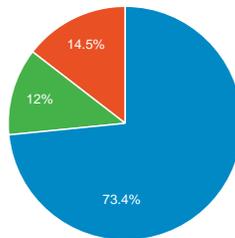
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Maps	151,193	29.76%
Floodsmart.gov	123,787	54.75%
Flood Map Updates	73,741	31.48%
Agent Locator	42,882	9.82%
Residential Coverage	26,236	31.76%

Visits by Social Network

Social Network	Sessions
Facebook	774
Twitter	158
Weebly	37
Yahoo! Answers	25
LinkedIn	23
reddit	13
Blogger	12
WordPress	9
Houzz	4
Google+	2

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	96,793	39.73%
(direct) / (none)	54,453	29.99%
bing / organic	8,664	38.09%
yahoo / organic	7,031	34.40%
usasearch.fema.gov / referral	5,899	31.48%
fema.gov / referral	3,196	24.00%
flash.org / referral	1,162	21.26%
water.weather.gov / referral	938	57.46%
mymonsoon.com / referral	868	65.21%
nfipservices.com / referral	804	32.84%