

DisasterAssistance.gov Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015

Total Visits

27,236

% of Total: 100.00% (27,236)



Avg. Visit Duration

00:04:44

Avg for View: 00:04:44 (0.00%)



Pageviews

218,106

% of Total: 100.00% (218,106)



Unique Visitors

17,590

% of Total: 100.00% (17,590)



Avg. Pages / Visit

8.01

Avg for View: 8.01 (0.00%)



Avg. Time on Page

00:00:40

Avg for View: 00:00:40 (0.00%)



Bounce Rate

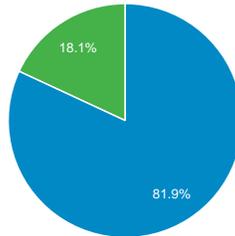
5.24%

Avg for View: 5.24% (0.00%)



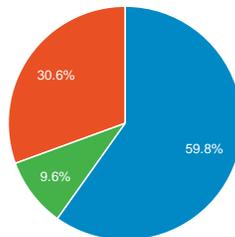
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Home Access to Disaster Help and Resources	71,836	0.68%
Disaster Assistance Center	48,631	35.78%
Mobile	41,925	45.53%
Address Look-up	9,433	1.85%
Mobile-Mobile	5,973	0.00%

Visits by Social Network

Social Network	Sessions
Facebook	103
Pinterest	2
Twitter	2
Blogger	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	10,713	7.22%
google / organic	7,003	4.66%
fema.gov / referral	2,034	1.67%
m.fema.gov / referral	1,722	5.69%
bing / organic	781	0.38%
ready.gov / referral	578	0.35%
yahoo / organic	575	1.74%
benefits.gov / referral	540	0.56%
usa.gov / referral	301	1.33%
usasearch.fema.gov / referral	262	1.53%