

Floodsmart.gov Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015

Total Visits

203,219

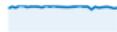
% of Total: 100.00% (203,219)



Avg. Visit Duration

00:03:13

Avg for View: 00:03:13 (0.00%)



Pageviews

740,044

% of Total: 100.00% (740,044)



Unique Visitors

157,550

% of Total: 100.00% (157,550)



Avg. Pages / Visit

3.64

Avg for View: 3.64 (0.00%)



Avg. Time on Page

00:01:13

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



Bounce Rate

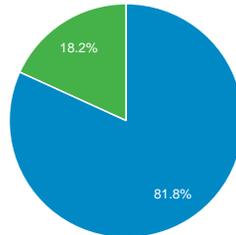
39.33%

Avg for View: 39.33% (0.00%)



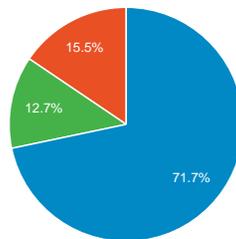
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Smart	153,366	29.45%
Floodsmart.gov	127,779	54.81%
Flood Map	76,605	32.01%
Residential Coverage NFIP	26,780	30.93%
Flood Risks	24,852	42.05%

Visits by Social Network

Social Network	Sessions
Facebook	446
Twitter	47
Weebly	47
Yahoo! Answers	24
reddit	13
Disqus	11
Houzz	8
Stack Exchange	8
LinkedIn	7
Google+	5

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	100,677	39.58%
(direct) / (none)	46,170	39.33%
bing / organic	8,127	37.25%
yahoo / organic	6,116	37.66%
usasearch.fema.gov / referral	5,862	32.74%
fema.gov / referral	3,483	22.74%
flash.org / referral	1,427	22.42%
aol / organic	861	26.25%
taxdata.realtracs.net / referral	774	65.76%
mymonsoon.com / referral	764	61.91%