

## FEMA.gov Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015

### Total Visits

**2,162,571**

% of Total: 100.00% (2,162,571)



### Avg. Visit Duration

**00:01:54**

Avg for View: 00:01:54 (0.00%)



### Pageviews

**4,381,034**

% of Total: 100.00% (4,381,034)



### Unique Visitors

**1,587,148**

% of Total: 100.00% (1,587,148)



### Avg. Pages / Visit

**2.03**

Avg for View: 2.03 (0.00%)



### Avg. Time on Page

**00:01:49**

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



### Bounce Rate

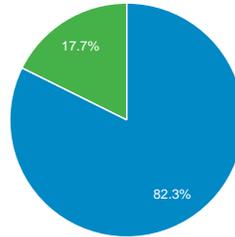
**53.46%**

Avg for View: 53.46% (0.00%)



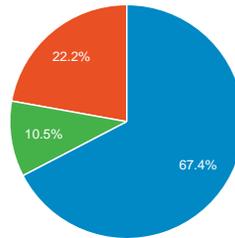
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	741,999	49.81%
google / organic	672,729	53.11%
thesunchronicle.com / referral	118,893	78.56%
bing / organic	81,892	44.90%
ready.gov / referral	53,960	48.03%
usasearch.fema.gov / referral	48,534	39.17%
yahoo / organic	48,217	43.84%
links.govdelivery.com / referral	42,838	65.09%
socialsecurity.gov / referral	29,193	88.53%
ssa.gov / referral	27,378	85.39%

### Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Map Search By Address	467,813	75.05%
Flood Map Service Center Home	453,273	9.92%
FEMA	450,552	66.93%
Are You Prepared	281,971	79.95%
Disaster Declarations	115,587	47.11%

### Visits by Social Network

Social Network	Sessions
Facebook	11,658
Blogger	3,313
Twitter	3,272
LinkedIn	454
reddit	262
Disqus	162
Weebly	140
wikiHow	86
WordPress	76
Netvibes	61