

Floodsmart.gov Web Performance Metrics

May 1, 2015 - May 31, 2015

Total Visits

236,166

% of Total: 100.00% (236,166)



Avg. Visit Duration

00:03:00

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



Pageviews

837,296

% of Total: 100.00% (837,296)



Unique Visitors

187,444

% of Total: 100.00% (187,444)



Avg. Pages / Visit

3.55

Avg for View: 3.55 (0.00%)



Avg. Time on Page

00:01:11

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



Bounce Rate

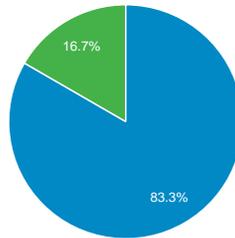
40.65%

Avg for View: 40.65% (0.00%)



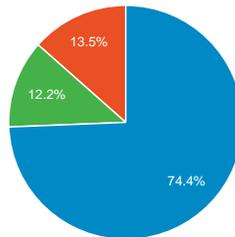
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	120,607	42.12%
(direct) / (none)	49,325	37.90%
bing / organic	9,284	40.08%
yahoo / organic	6,857	39.87%
fema.gov / referral	5,716	24.02%
usasearch.fema.gov / referral	5,519	34.23%
flash.org / referral	1,755	23.36%
ready.gov / referral	1,563	69.99%
water.weather.gov / referral	1,419	53.63%
aol / organic	973	30.73%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Flood Insurance	171,747	31.32%
Floodsmart.gov	136,101	56.27%
Flood Map Schedule	89,762	45.25%
Residential Coverage	32,321	30.04%
Flood Risks	29,227	42.29%

Visits by Social Network

Social Network	Sessions
Facebook	1,282
Twitter	203
Yahoo! Answers	34
Weebly	28
LinkedIn	26
Blogger	11
reddit	10
WordPress	9
Stack Exchange	6
Houzz	5