

DisasterAssistance.gov Web Performance Metrics

May 1, 2015 - May 31, 2015

Total Visits

61,666

% of Total: 100.00% (61,666)



Avg. Visit Duration

00:06:08

Avg for View: 00:06:08 (0.00%)



Pageviews

615,421

% of Total: 100.00% (615,421)



Unique Visitors

38,937

% of Total: 100.00% (38,937)



Avg. Pages / Visit

9.98

Avg for View: 9.98 (0.00%)



Avg. Time on Page

00:00:41

Avg for View: 00:00:41 (0.00%)



Bounce Rate

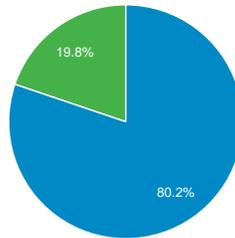
4.96%

Avg for View: 4.96% (0.00%)



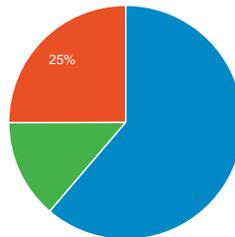
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Disaster Assistance Center	189,481	40.57%
Home Disaster Assistance.gov Access to Disaster Help and Resources	166,548	0.47%
DisasterAssistance.gov Mobile	102,479	58.28%
Address Lookup DisasterAssistance.gov	42,837	1.48%
Find Assistance DisasterAssistance.gov	27,669	0.66%

Visits by Social Network

Social Network	Sessions
Facebook	2,141
Twitter	152
Fark	42
LinkedIn	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	23,767	7.31%
google / organic	9,109	4.02%
fema.gov / referral	8,965	2.94%
m.fema.gov / referral	3,848	6.26%
abc13.com / referral	1,817	2.81%
m.facebook.com / referral	1,502	1.93%
bing / organic	1,143	1.05%
yahoo / organic	1,000	2.10%
ready.gov / referral	930	0.97%
kfor.com / referral	734	1.63%