

FEMA.gov Web Performance Metrics

May 1, 2015 - May 31, 2015

Total Visits

1,969,890

% of Total: 100.00% (1,969,890)



Avg. Visit Duration

00:01:43

Avg for View: 00:01:43 (0.00%)



Pageviews

3,937,052

% of Total: 100.00% (3,937,052)



Unique Visitors

1,526,179

% of Total: 100.00% (1,526,179)



Avg. Pages / Visit

2.00

Avg for View: 2.00 (0.00%)



Avg. Time on Page

00:01:41

Avg for View: 00:01:41 (0.00%)



Bounce Rate

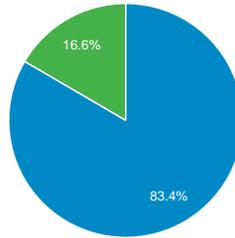
55.92%

Avg for View: 55.92% (0.00%)



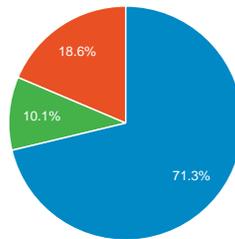
New vs. Returned Visitors

■ 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)	693,174	53.07%
google / organic	604,939	55.24%
thesunchronicle.com / referral	112,408	76.90%
bing / organic	83,763	47.71%
ready.gov / referral	64,296	51.71%
yahoo / organic	49,560	47.51%
usasearch.fema.gov / referral	36,260	42.18%
links.govdelivery.com/referral	28,219	63.77%
socialsecurity.gov / referral	24,608	90.57%
ssa.gov / referral	23,243	87.14%

Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	446,251	66.31%
Are You Prepared	274,325	79.24%
Flood Map Service Center by address	237,696	75.49%
Flood Map Service Center - Home	229,689	10.13%
Disaster Declara	139,066	46.62%

Visits by Social Network

Social Network	Sessions
Facebook	11,919
Blogger	1,896
Twitter	1,189
LinkedIn	382
reddit	288
Weebly	147
wikiHow	110
YouTube	49
Netvibes	37
Pinterest	37