

DisasterAssistance.gov Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

Total Visits

107,107

% of Total: 100.00% (107,107)



Avg. Visit Duration

00:06:53

Avg for View: 00:06:53 (0.00%)



Pageviews

1,182,675

% of Total: 100.00% (1,182,675)



Unique Visitors

48,354

% of Total: 100.00% (48,354)



Avg. Pages / Visit

11.04

Avg for View: 11.04 (0.00%)



Avg. Time on Page

00:00:41

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



Bounce Rate

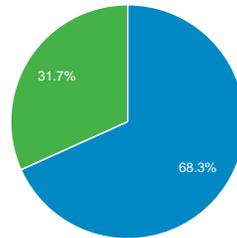
8.17%

Avg for View: 8.17% (0.00%)



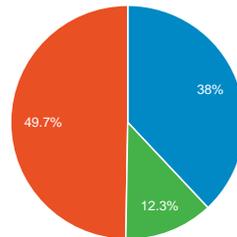
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Disaster Assistance Center	410,687	36.75%
Access to Disaster Help and Resources	302,108	0.70%
Mobile	273,633	53.19%
Address Look-up	40,835	2.41%
Find Assistance	27,934	2.00%

Visits by Social Network

Social Network	Sessions
Facebook	1,161
Twitter	78
YouTube	7
LinkedIn	2
ActiveRain	1
LiveJournal	1
Pinterest	1
Quora	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	53,481	10.43%
google / organic	17,560	6.69%
fema.gov / referral	12,649	4.03%
m.fema.gov / referral	6,348	11.41%
yahoo / organic	2,611	3.06%
bing / organic	1,936	1.70%
ready.gov / referral	1,089	1.56%
search.usa.gov / referral	1,039	10.49%
usasearch.fema.gov / referral	1,003	5.38%
hp_promo / web	996	2.51%