

# Floodsmart.gov Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

## Total Visits

**169,958**

% of Total: 100.00% (169,958)



## Avg. Visit Duration

**00:03:10**

Avg for View: 00:03:10 (0.00%)



## Pageviews

**601,749**

% of Total: 100.00% (601,749)



## Unique Visitors

**132,002**

% of Total: 100.00% (132,002)



## Avg. Pages / Visit

**3.54**

Avg for View: 3.54 (0.00%)



## Avg. Time on Page

**00:01:15**

Avg for View: 00:01:15 (0.00%)



## Bounce Rate

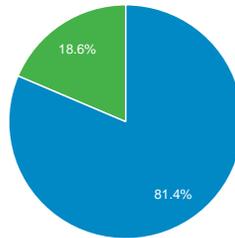
**39.26%**

Avg for View: 39.26% (0.00%)



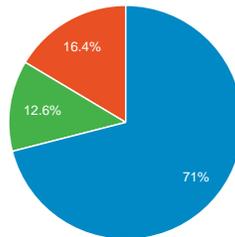
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Floodsmart.gov	114,114	57.62%
Flood Risk & Insurance	102,073	29.35%
Flood Map Update schedule	50,582	34.06%
Residential Coverage	23,525	33.94%
Understanding Flood Maps	20,140	68.38%

## Visits by Social Network

Social Network	Sessions
Facebook	512
Twitter	54
Blogger	42
Yahoo! Answers	22
ActiveRain	11
LiveJournal	10
reddit	10
Quora	6
Houzz	5
Pocket	4

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	77,669	40.28%
(direct) / (none)	39,258	34.80%
usasearch.fema.gov / referral	5,992	35.51%
fema.gov / referral	5,617	27.03%
bing / organic	4,910	39.47%
yahoo / organic	4,180	36.17%
bing.com / referral	1,728	37.09%
flash.org / referral	1,632	27.82%
ready.gov / referral	936	70.83%
mymonsoon.com / referral	833	63.51%