

FEMA.gov Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

Total Visits

1,397,326

% of Total: 100.00% (1,397,326)



Avg. Visit Duration

00:02:09

Avg for View: 00:02:09 (0.00%)



Pageviews

3,186,216

% of Total: 100.00% (3,186,216)



Unique Visitors

902,710

% of Total: 100.00% (902,710)



Avg. Pages / Visit

2.28

Avg for View: 2.28 (0.00%)



Avg. Time on Page

00:01:40

Avg for View: 00:01:40 (0.00%)



Bounce Rate

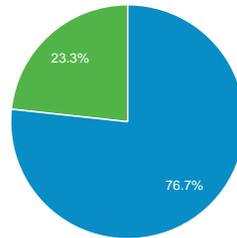
53.93%

Avg for View: 53.93% (0.00%)



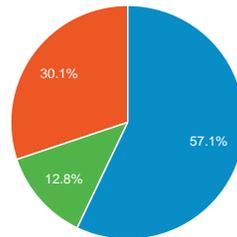
New vs. Returned Visitors

■ 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	425,727	44.39%
(direct) / (none)	295,023	57.01%
thesunchronicle.com / referral	154,820	76.68%
ready.gov / referral	62,135	40.03%
bing / organic	53,195	45.15%
usasearch.fema.gov / referral	52,799	30.00%
yahoo / organic	38,155	41.53%
links.govdelivery.com / referral	33,688	57.50%
socialsecurity.gov / referral	28,017	89.37%
ssa.gov / referral	21,525	84.92%

Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	355,824	64.75%
Are You Prepared?	350,749	78.27%
Disaster Declaration	131,564	31.47%
Flood Zones	51,334	45.27%
Plan, Prepare & Mitigate	38,050	50.87%

Visits by Social Network

Social Network	Sessions
Facebook	16,313
Twitter	1,983
Blogger	1,669
LinkedIn	182
Weebly	92
wikiHow	92
Tumblr	67
Disqus	59
reddit	49
YouTube	37