

Floodsmart Web Performance Metrics

Aug 1, 2015 - Aug 31, 2015

Total Visits

225,983

% of Total: 100.00% (225,983)



Avg. Visit Duration

00:03:04

Avg for View: 00:03:04 (0.00%)



Pageviews

791,096

% of Total: 100.00% (791,096)



Unique Visitors

178,502

% of Total: 100.00% (178,502)



Avg. Pages / Visit

3.50

Avg for View: 3.50 (0.00%)



Avg. Time on Page

00:01:14

Avg for View: 00:01:14 (0.00%)



Bounce Rate

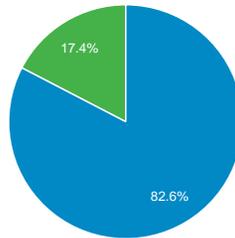
40.14%

Avg for View: 40.14% (0.00%)



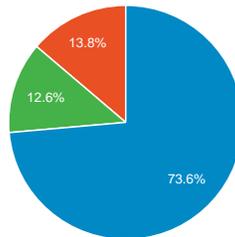
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Official NFIP Site	174,040	34.22%
Floodsmart.gov	133,863	54.15%
Flood Map Update	78,085	36.34%
Residential Coverage	31,186	35.40%
Flood Risk Maps	29,456	39.72%

Visits by Social Network

Social Network	Sessions
Facebook	757
reddit	178
Twitter	67
ActiveRain	20
Blogger	13
LinkedIn	10
Yahoo! Answers	10
Weebly	7
Stack Exchange	4
Houzz	3

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	119,093	41.04%
(direct) / (none)	46,883	37.76%
bing / organic	7,347	38.64%
fema.gov / referral	7,343	25.15%
yahoo / organic	6,198	40.05%
usasearch.fema.gov / referral	5,096	34.85%
bing.com / referral	1,426	36.54%
flash.org / referral	1,330	29.70%
aol / organic	1,116	29.66%
nhc.noaa.gov / referral	984	38.92%