

FEMA.gov Web Performance Metrics

Sep 1, 2015 - Sep 30, 2015

Total Visits

1,263,126

% of Total: 100.00% (1,263,126)



Avg. Visit Duration

00:02:05

Avg for View: 00:02:05 (0.00%)



Pageviews

2,712,712

% of Total: 100.00% (2,712,712)



Unique Visitors

845,547

% of Total: 100.00% (845,547)



Avg. Pages / Visit

2.15

Avg for View: 2.15 (0.00%)



Avg. Time on Page

00:01:48

Avg for View: 00:01:48 (0.00%)



Bounce Rate

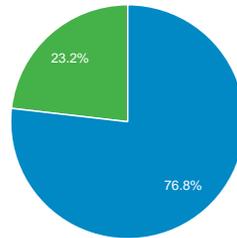
55.82%

Avg for View: 55.82% (0.00%)



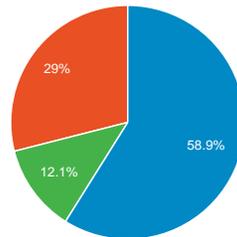
New vs. Returned Visitors

■ 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	374,968	48.47%
(direct) / (none)	281,618	60.10%
thesunchronicle.com / referral	136,360	79.21%
ready.gov / referral	73,979	32.56%
usasearch.fema.gov / referral	51,998	33.30%
bing / organic	50,381	47.63%
yahoo / organic	31,575	45.71%
socialsecurity.gov / referral	21,918	89.89%
links.govdelivery.com / referral	19,238	56.18%
intranet.wcchc.com / referral	16,735	75.46%

Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	352,268	66.80%
Are You Prepared	285,419	79.44%
Disaster Declaration	92,184	45.50%
Flood Zones	36,302	49.28%
Plan, Prepare & Mitigate	34,523	47.86%

Visits by Social Network

Social Network	Sessions
Facebook	11,050
Blogger	2,056
Twitter	1,840
LinkedIn	304
Before It's News	285
Weebly	153
Disqus	113
WordPress	101
reddit	87
YouTube	67