

Floodsmart.gov Web Performance Metrics

Sep 1, 2015 - Sep 30, 2015

Total Visits

195,230

% of Total: 100.00% (195,230)



Avg. Visit Duration

00:02:58

Avg for View: 00:02:58 (0.00%)



Pageviews

663,470

% of Total: 100.00% (663,470)



Unique Visitors

154,841

% of Total: 100.00% (154,841)



Avg. Pages / Visit

3.40

Avg for View: 3.40 (0.00%)



Avg. Time on Page

00:01:14

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



Bounce Rate

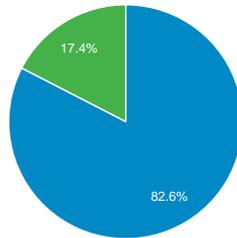
41.13%

Avg for View: 41.13% (0.00%)



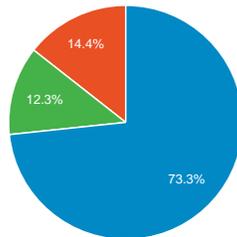
New vs. Returned Visitors

■ 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	90,823	42.39%
(direct) / (none)	40,193	39.97%
bing / organic	10,950	42.75%
patch.com / referral	6,946	26.58%
fema.gov / referral	6,899	26.95%
yahoo / organic	6,550	41.65%
usasearch.fema.gov / referral	5,087	35.66%
flash.org / referral	1,173	24.72%
aol / organic	707	29.42%
mymonsoon.com / referral	667	62.22%

Top Landing Pages

Page Title	Pageviews	Bounce Rate
Official NFIP Site	1 411,359	34.93%
Floodsmart.gov	112,581	57.62%
Flood Map Update Schedule	64,602	35.34%
Flood Risks	26,293	42.72%
Residential Coverage	24,584	34.09%

Visits by Social Network

Social Network	Sessions
Facebook	849
Twitter	216
LinkedIn	23
Blogger	21
Facebook Apps	19
ActiveRain	15
Yahoo! Answers	9
Houzz	6
Scribd	6
reddit	5