

DisasterAssistance.gov Web Performance Metrics

Nov 1, 2015 - Nov 30, 2015

Total Visits

158,793

% of Total: 100.00% (158,793)



Avg. Visit Duration

00:07:52

Avg for View: 00 07 52 (0.00%)



Pageviews

1,842,568

% of Total: 100.00% (1,842,568)



Unique Visitors

72,851

% of Total: 100.00% (72,851)



Avg. Pages / Vis t

11.60

Avg for View: 11.60 (0.00%)



Avg. Time on Page

00:00:44

Avg for View: 00 00 44 (0.00%)



Bounce Rate

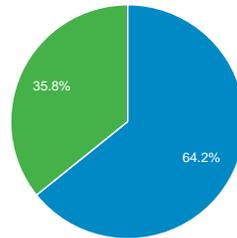
6.23%

Avg for View: 6.23% (0.00%)



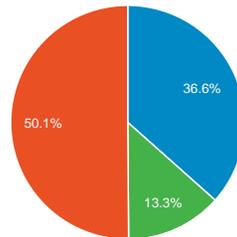
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Disaster Assistance Center	587,875	35.69%
Disaster Assistance Mobile	500,486	47.04%
Help and Resources	470,316	0.62%
Address Look-up	69,823	1.40%
Find Assistance	57,034	1.50%

Visits by Social Network

Social Network	Sessions
Facebook	894
Twitter	163
Pocket	2
Diigo	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	68,101	8.45%
google/organic	25,829	4.46%
hp_promo / web	20,232	5.48%
fema.gov / referral_bing	19,227	4.91%
organic	5,499	0.84%
yahoo / organic search	2,972	2.19%
usa.gov / referral	2,412	5.80%
scemd.org / referral	1,108	6.95%
asd.fema.gov / referral	924	4.76%
m_fema.gov / referral	888	7.66%