

FEMA.gov Web Performance Metrics

Nov 1, 2015 - Nov 30, 2015

Total Visits

1,059,022
% of Total: 100.00% (1,059,022)



Avg. Visit Duration

00:02:01
Avg for View: 00:02:01 (0.00%)



Pageviews

2,151,733
% of Total: 100.00% (2,151,733)



Unique Visitors

705,299
% of Total: 100.00% (705,299)



Avg. Pages / Visit

2.03
Avg for View: 2.03 (0.00%)



Avg. Time on Page

00:01:56
Avg for View: 00:01:56 (0.00%)



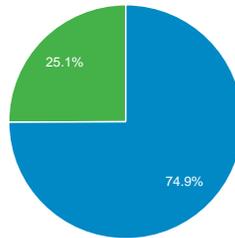
Bounce Rate

56.10%
Avg for View: 56.10% (0.00%)



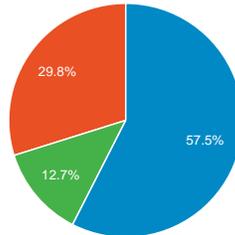
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	292,237	66.39%
Are You Prepared	191,937	76.56%
Disaster Declaration	89,055	43.77%
National Flood Ins.	27,188	43.31%
Flood Zones	25,549	58.19%

Visits by Social Network

Social Network	Sessions
Facebook	6,986
Blogger	1,589
Twitter	1,491
LinkedIn	281
Weebly	111
reddit	46
WordPress	19
Google+	18
Ning	13
Pinterest	10

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	364,130	49.94%
(direct) / (none)	240,964	63.15%
thesunchronicle.com / referral	106,200	77.16%
bing / organic	50,473	51.49%
search.usa.gov / referral	38,669	33.24%
ready.gov / referral	33,769	28.02%
yahoo / organic	29,773	48.41%
links.govdelivery.com / referral	22,505	64.09%
hp_promo / web	13,878	43.62%
lonestarlegal.org / referral	12,120	93.17%