

Floodsmart.gov Web Performance Metrics

Nov 1, 2015 - Nov 30, 2015

Total Visits

208,101

% of Total: 100.00% (208,101)



Avg. Visit Duration

00:03:19

Avg for View: 00:03:19 (0.00%)



Pageviews

754,077

% of Total: 100.00% (754,077)



Unique Visitors

164,492

% of Total: 100.00% (164,492)



Avg. Pages / Visit

3.62

Avg for View: 3.62 (0.00%)



Avg. Time on Page

00:01:16

Avg for View: 00:01:16 (0.00%)



Bounce Rate

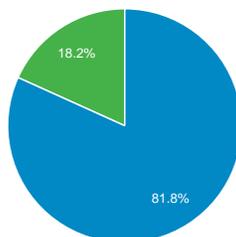
39.52%

Avg for View: 39.52% (0.00%)



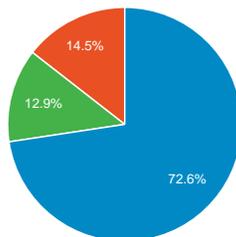
New vs. Returned Visitors

■ 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	97,974	41.48%
(direct) / (none)	58,556	36.82%
bing / organic	7,057	38.67%
fema.gov / referral	5,588	26.54%
yahoo / organic	4,365	32.46%
search.usa.gov / referral	2,859	39.21%
flash.org / referral	1,003	23.43%
aol / organic	919	24.48%
latimes.com / referral	889	27.00%
patch.com / referral	843	26.10%

Total Pageviews

Page Title	Pageviews	Bounce Rate
NFIP Site	143,360	28.73%
Floodsmart.gov	121,741	55.90%
Flood Map Update Schedule	68,648	35.49%
Residential Coverage	31,445	33.46%
Flooding Risk	30,412	46.13%

Visits by Social Network

Social Network	Sessions
Facebook	786
Twitter	31
Weebly	22
Facebook Apps	19
ActiveRain	16
Disqus	16
Blogger	10
reddit	7
Yahoo! Answers	5
Houzz	4