

Floodsmart.gov Web Performance Metrics

Dec 5, 2015 - Jan 4, 2016

Total Visits

178,828

% of Total: 100.00% (178,828)



Avg. Visit Duration

00:02:56

Avg for View: 00:02:56 (0.00%)



Pageviews

607,723

% of Total: 100.00% (607,723)



Unique Visitors

145,278

% of Total: 100.00% (145,278)



Avg. Pages / Visit

3.40

Avg for View: 3.40 (0.00%)



Avg. Time on Page

00:01:13

Avg for View: 00:01:13 (0.00%)



Bounce Rate

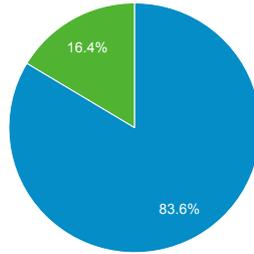
42.29%

Avg for View: 42.29% (0.00%)



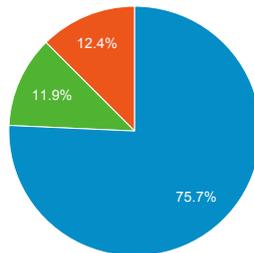
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
NFIP Site	123,158	33.18%
Floodsmart.gov	94,806	59.27%
Flood Map	66,149	42.25%
Flooding	27,476	48.90%
Residential Coverage	22,675	37.46%

Visits by Social Network

Social Network	Sessions
Facebook	712
Twitter	150
Tumblr	60
reddit	22
WordPress	19
LinkedIn	17
ActiveRain	14
Facebook Apps	8
Blogger	7
Houzz	6

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	90,677	44.59%
(direct) / (none)	43,318	38.95%
bing / organic	5,825	42.16%
yahoo / organic	3,275	37.59%
fema.gov / referral	3,224	27.08%
latimes.com / referral	2,772	32.40%
search.usa.gov / referral	2,585	38.03%
water.weather.gov / referral	1,844	58.84%
flash.org / referral	1,048	25.95%
ready.gov / referral	628	38.69%