

# FEMA.gov Web Performance Metrics

Jan 1, 2016 - Jan 31, 2016

## Total Visits

**1,271,583**

% of Total: 100.00% (1,271,583)



## Avg. Visit Duration

**00:02:04**

Avg for View: 00:02:04 (0.00%)



## Pageviews

**2,698,300**

% of Total: 100.00% (2,698,300)



## Unique Visitors

**831,567**

% of Total: 100.00% (831,567)



## Avg. Pages / Visit

**2.12**

Avg for View: 2.12 (0.00%)



## Avg. Time on Page

**00:01:48**

Avg for View: 00:01:48 (0.00%)



## Bounce Rate

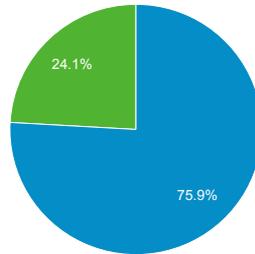
**53.45%**

Avg for View: 53.45% (0.00%)



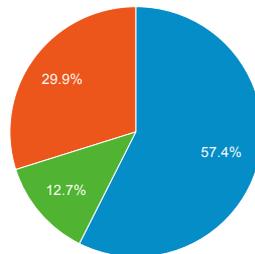
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

| Page Title            | Pageviews | Bounce Rate |
|-----------------------|-----------|-------------|
| FEMA.gov              | 351,116   | 64.44%      |
| Are You Prepared      | 270,263   | 78.21%      |
| Disaster Declarations | 136,882   | 36.02%      |
| E-Grant Application   | 34,214    | 7.92%       |
| Flood Hazard Mapping  | 33,192    | 29.13%      |

## Visits and Bounce Rate by Source / Medium

| Source / Medium                  | Sessions | Bounce Rate |
|----------------------------------|----------|-------------|
| google / organic                 | 411,772  | 45.59%      |
| (direct) / (none)                | 272,205  | 60.28%      |
| thesunchronicle.com / referral   | 157,599  | 79.94%      |
| bing / organic                   | 73,408   | 48.18%      |
| search.usa.gov / referral        | 55,908   | 31.17%      |
| ready.gov / referral             | 50,260   | 27.57%      |
| yahoo / organic                  | 38,026   | 44.85%      |
| msc.fema.gov / referral          | 18,027   | 52.48%      |
| links.govdelivery.com / referral | 16,920   | 53.63%      |
| m.facebook.com / referral        | 11,431   | 80.82%      |

## Visits by Social Network

| Social Network   | Sessions |
|------------------|----------|
| Facebook         | 15,366   |
| Twitter          | 2,097    |
| Blogger          | 1,506    |
| LinkedIn         | 331      |
| Weebly           | 215      |
| reddit           | 60       |
| Before It's News | 52       |
| wikiHow          | 38       |
| Pinterest        | 32       |
| WordPress        | 23       |