

FEMA.gov Web Performance Metrics

Feb 1, 2016 - Feb 29, 2016

Total Visits

1,309,575

% of Total: 100.00% (1,309,575)



Avg. Visit Duration

00:02:11

Avg for View: 00:02:11 (0.00%)



Pageviews

2,895,971

% of Total: 100.00% (2,895,971)



Unique Visitors

840,518

% of Total: 100.00% (840,518)



Avg. Pages / Visit

2.21

Avg for View: 2.21 (0.00%)



Avg. Time on Page

00:01:47

Avg for View: 00:01:47 (0.00%)



Bounce Rate

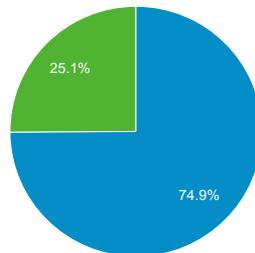
53.68%

Avg for View: 53.68% (0.00%)



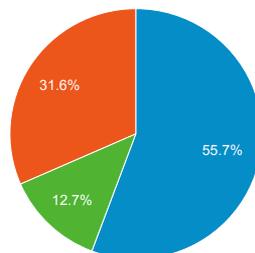
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	344,990	66.52%
Are You Prepared	260,973	78.07%
Disaster Declared	167,709	28.40%
Flood Zones	36,708	57.34%
National Flood Insurance Program	32,559	29.55%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	431,714	46.66%
(direct) / (none)	273,121	59.48%
thesunchronicle.com / referral	159,382	79.17%
bing / organic	87,734	49.42%
search.usa.gov / referral	61,526	29.78%
ready.gov / referral	40,313	29.84%
yahoo / organic	37,886	46.85%
links.govdelivery.com / referral	30,613	59.55%
hp_promo / web	12,708	41.03%
msc.fema.gov / referral	12,325	48.94%

Visits by Social Network

Social Network	Sessions
Facebook	12,280
Twitter	1,840
Blogger	1,499
LinkedIn	758
reddit	520
Before It's News	97
Weebly	94
wikiHow	32
WordPress	28
YouTube	26