

Floodsmart.gov Web Performance Metrics

Feb 1, 2016 - Feb 29, 2016

Total Visits

190,444

% of Total: 100.00% (190,444)



Avg. Visit Duration

00:02:57

Avg for View: 00:02:57 (0.00%)



Pageviews

601,343

% of Total: 100.00% (601,343)



Unique Visitors

151,335

% of Total: 100.00% (151,335)



Avg. Pages / Visit

3.16

Avg for View: 3.16 (0.00%)



Avg. Time on Page

00:01:22

Avg for View: 00:01:22 (0.00%)



Bounce Rate

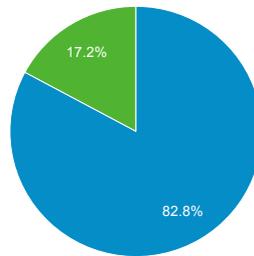
43.80%

Avg for View: 43.80% (0.00%)



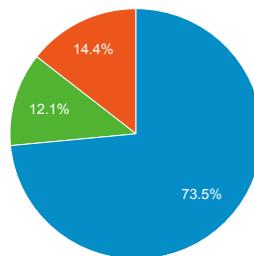
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Floodsmart.gov	122,381	57.72%
NFIP Site	116,741	33.85%
Flood Map Update schedule	57,567	33.57%
Flood Risks	21,994	48.95%
Defining Flood Risks	21,860	52.49%

Visits by Social Network

Social Network	Sessions
Facebook	348
Twitter	188
BuzzFeed	14
ActiveRain	13
Blogger	8
LinkedIn	8
reddit	8
Houzz	5
Pinterest	4
Stack Exchange	2

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	97,241	43.58%
(direct) / (none)	49,114	42.68%
bing / organic	7,840	44.60%
search.usa.gov / referral	4,031	38.72%
yahoo / organic	3,804	41.96%
fema.gov / referral	3,168	28.44%
s0.2mdn.net / referral	1,306	82.85%
flash.org / referral	1,150	28.52%
taxdata.realtracs.net / referral	680	73.38%
mymonsoon.com / referral	673	59.73%