

# DisasterAssistance.gov Web Performance Metrics

Mar 1, 2016 - Mar 31, 2016

## Total Visits

**253,674**

% of Total: 100.00% (253,674)



## Avg. Visit Duration

**00:08:16**

Avg for View: 00:08:16 (0.00%)



## Pageviews

**3,210,999**

% of Total: 100.00% (3,210,999)



## Unique Visitors

**106,849**

% of Total: 100.00% (106,849)



## Avg. Pages / Visit

**12.66**

Avg for View: 12.66 (0.00%)



## Avg. Time on Page

**00:00:42**

Avg for View: 00:00:42 (0.00%)



## Bounce Rate

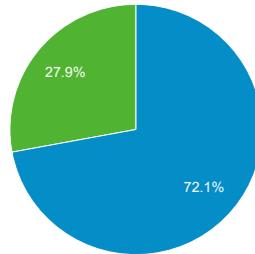
**5.52%**

Avg for View: 5.52% (0.00%)



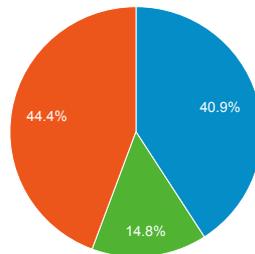
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Disaster Assistance Center	1,037,390	31.41%
Mobile	885,648	48.59%
Disaster Help Help, Resources	751,841	0.22%
Address Look-up	134,938	0.68%
Find Assistance	101,203	0.76%

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	110,064	7.82%
google / organic	40,193	4.15%
fema.gov / referral	34,434	4.15%
hp_promo / web	25,716	5.08%
bing / organic	6,807	0.79%
m.facebook.com / referral	5,879	0.68%
yahoo / organic	4,727	2.37%
search.usa.gov / referral	3,491	5.04%
myarklamiss.com / referral	2,661	2.67%
facebook KNOE 8 News / social	2,457	2.48%

## Visits by Social Network

Social Network	Sessions
Facebook	7,498
Twitter	274
reddit	7
LinkedIn	3
Facebook Apps	1
Stack Overflow	1
Weebly	1