

FEMA.gov Web Performance Metrics

Mar 1, 2016 - Mar 31, 2016

Total Visits

1,459,568

% of Total: 100.00% (1,459,568)



Avg. Visit Duration

00:02:17

Avg for View: 00:02:17 (0.00%)



Pageviews

3,282,970

% of Total: 100.00% (3,282,970)



Unique Visitors

923,455

% of Total: 100.00% (923,455)



Avg. Pages / Visit

2.25

Avg for View: 2.25 (0.00%)



Avg. Time on Page

00:01:49

Avg for View: 00:01:49 (0.00%)



Bounce Rate

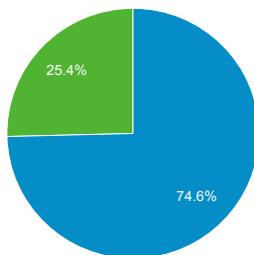
51.29%

Avg for View: 51.29% (0.00%)



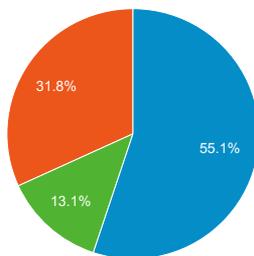
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	400,356	63.77%
Are You Prepared	237,484	77.57%
Disaster Declarations	206,074	27.32%
Flood Zones	42,174	57.71%
Louisiana Severe Storms and Flood	41,089	36.17%

Visits by Social Network

Social Network	Sessions
Facebook	15,359
Twitter	2,656
Blogger	1,671
LinkedIn	479
reddit	338
Weebly	98
wikiHow	35
WordPress	29
Pinterest	25
Before It's News	19

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	515,884	44.96%
(direct) / (none)	340,215	54.90%
thesunchronicle.com / referral	147,336	78.80%
bing / organic	105,472	47.27%
search.usa.gov / referral	68,254	29.77%
yahoo / organic	45,231	45.56%
hp_promo / web	25,311	33.31%
links.govdelivery.com / referral	23,069	49.36%
msc.fema.gov / referral	13,457	49.05%
m.facebook.com / referral	11,991	76.05%