

Floodsmart.gov Web Performance Metrics

Mar 1, 2016 - Mar 31, 2016

Total Visits

193,364

% of Total: 100.00% (193,364)



Avg. Visit Duration

00:03:05

Avg for View: 00:03:05 (0.00%)



Pageviews

615,370

% of Total: 100.00% (615,370)



Unique Visitors

149,753

% of Total: 100.00% (149,753)



Avg. Pages / Visit

3.18

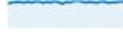
Avg for View: 3.18 (0.00%)



Avg. Time on Page

00:01:25

Avg for View: 00:01:25 (0.00%)



Bounce Rate

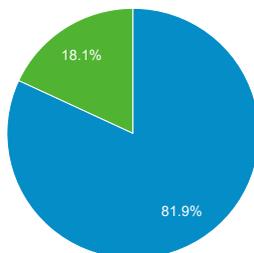
42.28%

Avg for View: 42.28% (0.00%)



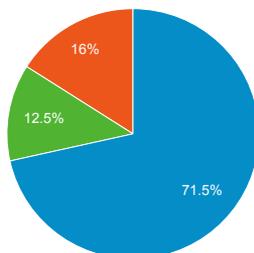
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Floodsmart	133,507	61.26%
Official NFIP Site	87,526	27.69%
Flood Map Update Schedule	60,824	37.41%
Defining Flood Risks	22,076	50.94%
Flood Insurance Policy Rates	21,535	51.97%

Visits by Social Network

Social Network	Sessions
Facebook	819
Twitter	251
Weebly	24
LinkedIn	17
ActiveRain	15
Houzz	9
reddit	9
Diigo	8
Stack Exchange	5
Blogger	3

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	91,002	44.31%
(direct) / (none)	47,708	35.77%
bing / organic	10,001	44.03%
yahoo / organic	5,058	40.71%
search.usa.gov / referral	4,821	39.29%
fema.gov / referral	4,196	28.31%
flash.org / referral	1,539	30.60%
water.weather.gov / referral	1,013	61.30%
socialtrade.biz / referral	928	96.12%
trulia.com / referral	842	20.43%