

Floodsmart.gov Web Performance Metrics

May 1, 2016 - May 31, 2016

Total Visits

230,617

% of Total: 100.00% (230,617)



Avg. Visit Duration

00:02:55

Avg for View: 00:02:55 (0.00%)



Pageviews

708,722

% of Total: 100.00% (708,722)



Unique Visitors

184,270

% of Total: 100.00% (184,270)



Avg. Pages / Visit

3.07

Avg for View: 3.07 (0.00%)



Avg. Time on Page

00:01:25

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



Bounce Rate

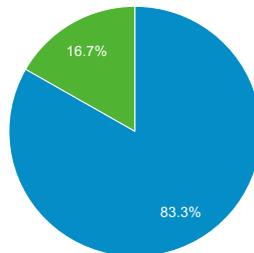
43.66%

Avg for View: 43.66% (0.00%)



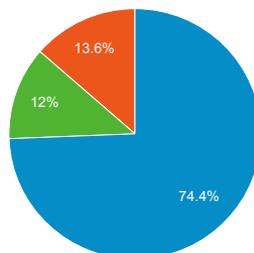
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FloodSmart	151,440	36.04%
Floodsmart.gov	142,992	64.66%
Flood Map Update Schedule	72,500	39.22%
Flood Risks	24,443	44.37%
Residential Coverage	22,901	34.23%

Visits by Social Network

Social Network	Sessions
Facebook	1,047
Twitter	266
reddit	44
LinkedIn	12
Weebly	10
Houzz	7
WordPress	7
ActiveRain	6
Quora	6
Yahoo! Answers	6

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	121,074	43.69%
(direct) / (none)	49,777	40.87%
bing / organic	9,423	44.51%
com.google.android.googlequickse archbox / referral	4,861	46.25%
fema.gov / referral	4,631	28.05%
yahoo / organic	4,628	39.17%
search.usa.gov / referral	4,562	40.46%
flash.org / referral	1,379	29.37%
crstaxdata.realtracs.net / referral	1,124	78.02%
water.weather.gov / referral	719	61.47%