

FEMA.gov Web Performance Metrics

May 1, 2016 - May 31, 2016

Total Visits

1,310,550

% of Total: 100.00% (1,310,550)



Avg. Visit Duration

00:02:13

Avg for View: 00:02:13 (0.00%)



Pageviews

2,884,972

% of Total: 100.00% (2,884,972)



Unique Visitors

858,599

% of Total: 100.00% (858,599)



Avg. Pages / Visit

2.20

Avg for View: 2.20 (0.00%)



Avg. Time on Page

00:01:49

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



Bounce Rate

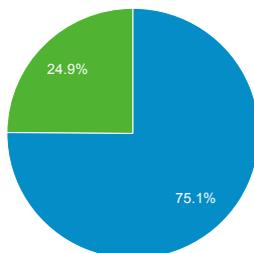
50.64%

Avg for View: 50.64% (0.00%)



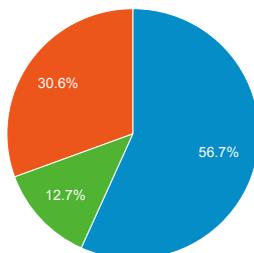
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov	354,403	64.75%
Disaster Declarations	169,900	27.27%
Are You Prepared	136,357	78.67%
Texas Disaster 4269	43,653	44.60%
Flood Zones	42,034	56.74%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	491,308	45.57%
(direct) / (none)	334,127	54.54%
bing / organic	96,805	47.12%
thesunchronicle.com / referral	81,688	78.32%
search.usa.gov / referral	63,231	29.65%
yahoo / organic	38,325	44.20%
hp_promo / web	22,916	37.65%
m.facebook.com / referral	17,642	80.96%
msc.fema.gov / referral	16,187	41.05%
ssa.gov / referral	6,915	91.06%

Visits by Social Network

Social Network	Sessions
Facebook	23,455
Twitter	2,835
Blogger	924
YouTube	697
LinkedIn	454
reddit	274
Weebly	136
WordPress	136
Disqus	62
Hacker News	34