

FEMA.gov Web Performance Metrics

Aug 1, 2016 - Aug 31, 2016

Total Visits

311,452

% of Total: 100.00% (311,452)



Avg. Visit Duration

00:02:55

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



Pageviews

993,829

% of Total: 100.00% (993,829)



Unique Visitors

249,056

% of Total: 100.00% (249,056)



Avg. Pages / Visit

3.19

Avg for View: 3.19 (0.00%)



Avg. Time on Page

00:01:20

Avg for View: 00:01:20 (0.00%)



Bounce Rate

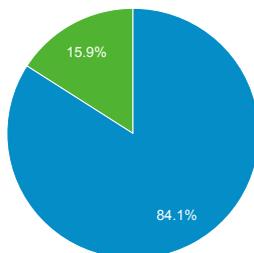
42.04%

Avg for View: 42.04% (0.00%)



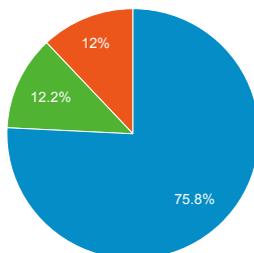
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Floodsmart.gov	214,576	64.97%
Flood Risk Ins.	189,606	27.87%
Flood Map Update	82,280	42.26%
Understanding Flood Maps	46,680	41.48%
Residential Coverage	32,044	29.14%

Visits by Social Network

Social Network	Sessions
Facebook	4,564
Twitter	139
reddit	132
LinkedIn	23
Quora	20
Blogger	17
WordPress	14
Houzz	12
ActiveRain	10
Stack Exchange	7

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	167,379	43.40%
(direct) / (none)	68,446	38.87%
bing / organic	13,090	41.67%
fema.gov / referral	7,546	29.96%
yahoo / organic	7,419	41.53%
search.usa.gov / referral	5,802	37.59%
m.facebook.com / referral	3,648	71.38%
com.google.android.googlequickse archbox / referral	2,225	47.10%
flash.org / referral	1,834	19.41%
crstaxdata.realtracs.net / referral	1,032	78.10%