

Sep 1, 2016 - Sep 30, 2016

Total Visits

687,819

% of Total: 100.00% (687,819)



Avg. Visit Duration

00:01:55

Avg for View: 00:01:55 (0.00%)



Pageviews

1,314,158

% of Total: 100.00% (1,314,158)



Unique Visitors

572,520

% of Total: 100.00% (572,520)



Avg. Pages / Visit

1.91

Avg for View: 1.91 (0.00%)



Avg. Time on Page

00:02:06

Avg for View: 00:02:06 (0.00%)



Bounce Rate

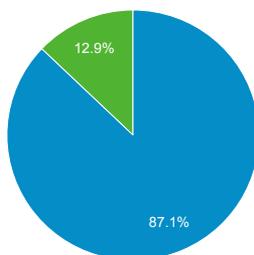
63.11%

Avg for View: 63.11% (0.00%)



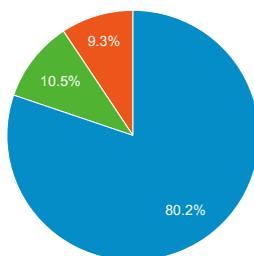
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	161,387	62.70%
National Preparedness Month	109,114	57.13%
Make A Plan	95,820	56.57%
Basic Disaster Supplies Kit	74,155	59.25%
Earthquakes	55,307	77.60%

Visits by Social Network

Social Network	Sessions
Facebook	28,651
Twitter	8,706
Weebly	465
LinkedIn	316
Google+	264
Naver	253
YouTube	218
Blogger	172
Vkontakte	170
reddit	101

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	227,463	65.00%
(direct) / (none)	208,067	62.76%
bing / organic	21,148	61.20%
m.facebook.com / referral	16,534	71.71%
search.usa.gov / referral	14,261	40.40%
links.govdelivery.com / referral	13,748	44.95%
facebook.com / referral	10,503	76.99%
google / cpc	10,092	63.04%
google.org / referral	9,919	74.24%
yahoo / organic	8,659	60.28%