

Floodsmart.gov Web Performance Metrics

Oct 1, 2016 - Oct 31, 2016

Total Visits

219,355

% of Total: 100.00% (219,355)



Avg. Visit Duration

00:02:23

Avg for View: 00:02:23 (0.00%)



Pageviews

567,473

% of Total: 100.00% (567,473)



Unique Visitors

184,492

% of Total: 100.00% (184,492)



Avg. Pages / Visit

2.59

Avg for View: 2.59 (0.00%)



Avg. Time on Page

00:01:30

Avg for View: 00:01:30 (0.00%)



Bounce Rate

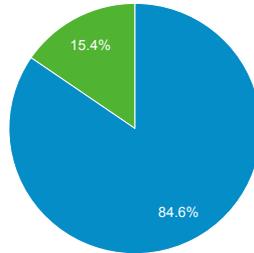
52.80%

Avg for View: 52.80% (0.00%)



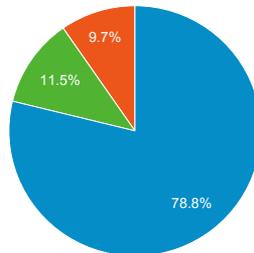
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Bounce Rate
NFIP Site	89,683 52.36%
Flood Map	84,038 41.92%
Understanding Flood Maps	32,050 50.59%
Residential Coverage	30,464 36.40%
Flooding	25,135 52.71%

Social Media

Social Network	Sessions
Facebook	1,653
Twitter	83
LinkedIn	31
Houzz	23
ActiveRain	13
Quora	13
Stack Exchange	13
Weebly	12
reddit	10
Blogger	8

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	112,877	49.53%
(direct) / (none)	37,219	58.03%
fema.gov / referral	10,866	39.16%
bing / organic	10,511	50.21%
yahoo / organic	5,086	48.96%
search.usa.gov / referral	4,186	44.08%
nhc.noaa.gov / referral	2,451	77.32%
flash.org / referral	2,182	68.61%
com.google.android.googlequickse archbox / referral	2,078	51.15%
m.facebook.com / referral	1,275	82.20%