

DisasterAssistance.gov Web Performance Metrics

Oct 1, 2016 - Oct 31, 2016

Total Visits

1,358,765

% of Total: 100.00% (1,358,765)



Avg. Visit Duration

00:08:24

Avg for View: 00:08:24 (0.00%)



Pageviews

17,679,158

% of Total: 100.00% (17,679,158)



Unique Visitors

592,286

% of Total: 100.00% (592,286)



Avg. Pages / Visit

13.01

Avg for View: 13.01 (0.00%)



Avg. Time on Page

00:00:42

Avg for View: 00:00:42 (0.00%)



Bounce Rate

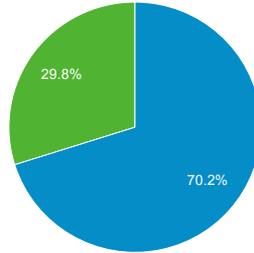
6.66%

Avg for View: 6.66% (0.00%)



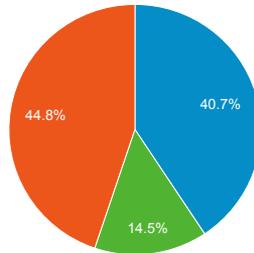
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Center	5,846,271	30.33%
Mobile	5,590,404	51.39%
Access to Disasters	3,863,867	0.35%
Address Look-up	578,364	0.74%
Find Assistance	387,967	0.58%

Visits by Social Network

Social Network	Sessions
Facebook	120,447
Twitter	2,246
Blogger	38
LinkedIn	14
Disqus	4
ActiveRain	2
Facebook Apps	2
bitly	1
Instagram	1
Pinterest	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	500,193	9.52%
google / organic	214,443	6.17%
fema.gov / referral	186,154	6.39%
hp_promo / web	168,278	6.08%
m.facebook.com / referral	104,715	0.97%
bing / organic	36,054	1.37%
yahoo / organic	17,378	3.54%
disasterloan.sba.gov / referral	11,689	8.01%
facebook.com / referral	10,038	0.39%
search.usa.gov / referral	6,439	5.20%