

FEMA.gov Web Performance Metrics

May 1, 2013 - May 31, 2013

Advanced Segments | + Add Widget | Share | Email | Export | Customize Dashboard | Delete Dashboard

Total Visits

2,095,084

% of Total: 100.00% (2,095,084)



Avg. Visit Duration

00:01:45

Site Avg: 00:01:45 (0.00%)



Pageviews

4,534,972

% of Total: 100.00% (4,534,972)



Unique Visitors

1,702,396

% of Total: 100.00% (1,702,396)



Avg. Pages / Visit

2.16

Site Avg: 2.16 (0.00%)



Avg. Time on Page

00:01:29

Site Avg: 00:01:29 (0.00%)



Bounce Rate

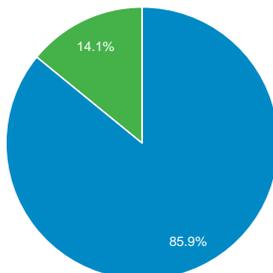
60.77%

Site Avg: 60.77% (0.00%)



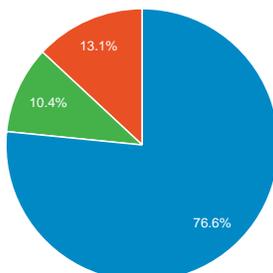
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov Federal Emergency Management Agency	462,541	58.64%
Disaster Declarations FEMA.gov	212,681	37.19%
Careers FEMA.gov	114,245	40.40%
Are You Prepared?	101,422	79.88%
Disaster Widget FEMA.gov	100,925	76.63%

Visits by Social Network

Social Network	Visits
Facebook	19,293
Twitter	4,930
Blogger	2,664
LinkedIn	1,141
wikiHow	883
Yahoo! Answers	506
WordPress	420
ActiveRain	372
YouTube	176
reddit	162

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	905,620	62.34%
google / organic	526,035	56.12%
bing / organic	89,392	42.03%
yahoo / organic	52,386	49.55%
training.fema.gov / referral	47,381	73.70%
links.govdelivery.com / referral	43,179	65.53%
ready.gov / referral	40,109	76.91%
usasearch.fema.gov / referral	24,769	59.37%
floodsmart.gov / referral	22,030	65.75%
socialsecurity.gov / referral	15,301	91.73%