

## FEMA.gov Web Performance Metrics

Jun 1, 2013 - Jun 30, 2013

### Total Visits

**1,905,214**

% of Total: 100.00% (1,905,214)



### Avg. Visit Duration

**00:01:44**

Site Avg: 00:01:44 (0.00%)



### Pageviews

**4,050,284**

% of Total: 100.00% (4,050,284)



### Unique Visitors

**1,532,255**

% of Total: 100.00% (1,532,255)



### Avg. Pages / Visit

**2.13**

Site Avg: 2.13 (0.00%)



### Avg. Time on Page

**00:01:31**

Site Avg: 00:01:31 (0.00%)



### Bounce Rate

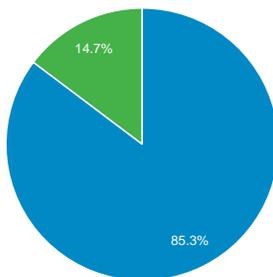
**61.52%**

Site Avg: 61.52% (0.00%)



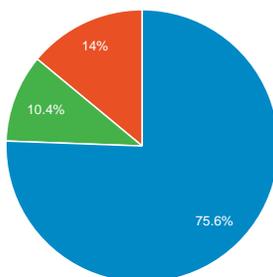
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov   Federal Emergency Management Agency	424,467	59.79%
Disaster Declarations   FEMA.gov	200,795	36.26%
Are You Prepared?	166,380	77.65%
Disaster Widget   FEMA.gov	98,664	77.20%
Careers   FEMA.gov	80,612	40.86%

### Visits by Social Network

Social Network	Visits
Facebook	9,844
Blogger	3,328
Twitter	2,482
LinkedIn	1,062
wikiHow	328
Yahoo! Answers	315
WordPress	267
Before It's News	210
ActiveRain	204
reddit	169

### Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	792,283	63.23%
google / organic	450,816	55.58%
bing / organic	84,925	41.42%
yahoo / organic	47,973	49.19%
training.fema.gov / referral	44,978	75.26%
ready.gov / referral	43,825	78.17%
thesunchronicle.com / referral	40,633	74.93%
links.govdelivery.com / referral	30,563	68.82%
usasearch.fema.gov / referral	23,592	61.62%
floodsmart.gov / referral	22,957	65.59%