

## DisasterAssistance.gov Web Performance Metrics

Apr 1, 2013 - Apr 30, 2013

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### Total Visits

**96,197**

% of Total: 100.00% (96,197)



### Avg. Visit Duration

**00:03:11**

Site Avg: 00:03:11 (0.00%)



### Pageviews

**337,977**

% of Total: 100.00% (337,977)



### Unique Visitors

**66,801**

% of Total: 100.00% (66,801)



### Avg. Pages / Visit

**3.51**

Site Avg: 3.51 (0.00%)



### Avg. Time on Page

**00:01:15**

Site Avg: 00:01:15 (0.00%)



### Bounce Rate

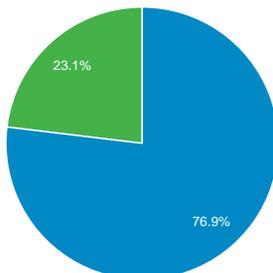
**5.51%**

Site Avg: 5.51% (0.00%)



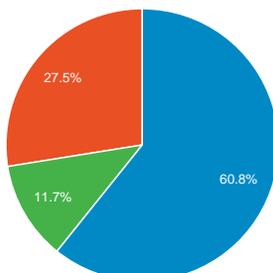
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
Welcome to Disaster Assistance   Disaster Assistance	259,840	4.45%
Take Questionnaire   Disaster Assistance	18,914	0.40%
Get Disaster Assistance   Disaster Assistance	6,566	12.48%
Browse by Federal Agency   Disaster Assistance	4,687	23.71%
Browse by Category   Disaster Assistance	4,176	18.15%

### Visits by Social Network

Social Network	Visits
Facebook	188
Twitter	50
Blogger	16
Before It's News	2
WordPress	2
Yahoo! Bookmarks	2
HootSuite	1
TypePad	1
Weebly	1

### Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	45,136	7.78%
fema.gov / referral	18,572	3.15%
google / organic	11,264	2.65%
bing / organic	3,070	2.05%
yahoo / organic	1,862	3.54%
ready.gov / referral	1,515	3.30%
google.com / referral	1,261	4.28%
us-mg5.mail.yahoo.com / referral	901	1.44%
us-mg6.mail.yahoo.com / referral	841	2.50%
usasearch.fema.gov / referral	766	4.57%