

FEMA.gov Web Performance Metrics

Apr 1, 2013 - Apr 30, 2013

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Total Visits

1,853,995

% of Total: 100.00% (1,853,995)



Avg. Visit Duration

00:01:43

Site Avg: 00:01:43 (0.00%)



Pageviews

3,877,135

% of Total: 100.00% (3,877,135)



Unique Visitors

1,496,648

% of Total: 100.00% (1,496,648)



Avg. Pages / Visit

2.09

Site Avg: 2.09 (0.00%)



Avg. Time on Page

00:01:34

Site Avg: 00:01:34 (0.00%)



Bounce Rate

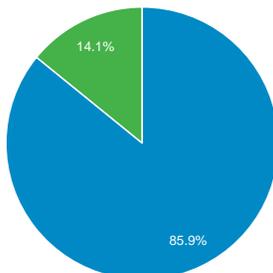
61.59%

Site Avg: 61.59% (0.00%)



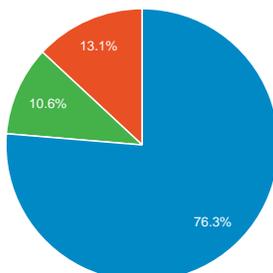
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov Federal Emergency Management Agency	448,417	61.70%
Disaster Declarations FEMA.gov	204,244	38.07%
Disaster Widget FEMA.gov	111,639	76.62%
Are You Prepared?	84,707	79.77%
Careers FEMA.gov	80,135	40.84%

Visits by Social Network

Social Network	Visits
Facebook	9,697
Blogger	2,525
Twitter	2,465
LinkedIn	1,036
WordPress	410
ActiveRain	366
reddit	310
Yahoo! Answers	288
Sina Weibo	270
YouTube	257

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	800,735	62.88%
google / organic	485,710	57.61%
bing / organic	75,977	43.90%
training.fema.gov / referral	49,915	74.23%
yahoo / organic	40,482	51.56%
links.govdelivery.com / referral	33,502	68.32%
ready.gov / referral	26,388	76.25%
floodsmart.gov / referral	25,917	66.38%
usasearch.fema.gov / referral	23,151	59.65%
socialsecurity.gov / referral	11,738	91.85%