

DisasterAssistance.gov Web Performance Metrics

Mar 1, 2013 - Mar 31, 2013

Advanced Segments | + Add Widget | Share | Email | Export

Customize Dashboard | Delete Dashboard

Total Visits

97,917

% of Total: 100.00% (97,917)



Avg. Visit Duration

00:03:03

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



Pageviews

210,672

% of Total: 100.00% (210,672)



Unique Visitors

55,668

% of Total: 100.00% (55,668)



Avg. Pages / Visit

2.15

Site Avg: 2.15 (0.00%)



Avg. Time on Page

00:02:38

Site Avg: 00:02:38 (0.00%)



Bounce Rate

46.42%

Site Avg: 46.42% (0.00%)



New vs. Returned Visitors



69.09% New Visitor

43,339 Unique Visitors

30.90% Returning Visitor

19,388 Unique Visitors

Avg. Visits per Visitor



44.65% 1

43,339 Unique Visitors

10.83% 2

10,511 Unique Visitors

44.52% Other

43,203 Unique Visitors

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	43,291	48.19%
fema.gov / referral	16,536	42.98%
google / organic	14,346	46.17%
bing / organic	3,221	42.53%
yahoo / organic	1,672	43.96%
us-mg6.mail.yahoo.com / referral	1,247	45.87%
us-mg5.mail.yahoo.com / referral	1,223	45.46%
google.com / referral	1,167	44.73%
ready.gov / referral	1,104	70.38%
aol / organic	966	41.82%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Welcome to Disaster Assistance Disaster Assistance	173,535	47.55%
Take Questionnaire Disaster Assistance	7,262	5.03%
Get Disaster Assistance Disaster Assistance	3,653	23.23%
Browse by Category Disaster Assistance	2,404	35.29%
Browse by Federal Agency Disaster Assistance	2,193	36.23%

Visits by Social Network

Social Network	Visits
Facebook	410
Twitter	33
Blogger	10
WordPress	5
HootSuite	2
tinyURL	2
LinkedIn	1
Tumblr	1
TypePad	1
YouTube	1