

FEMA.gov Web Performance Metrics

Aug 1, 2013 - Aug 31, 2013

Total Visits

1,726,635

% of Total: 100.00% (1,726,635)



Avg. Visit Duration

00:02:02

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



Pageviews

3,751,890

% of Total: 100.00% (3,751,890)



Unique Visitors

1,364,430

% of Total: 100.00% (1,364,430)



Avg. Pages / Visit

2.17

Site Avg: 2.17 (0.00%)



Avg. Time on Page

00:01:40

Site Avg: 00:01:40 (0.00%)



Bounce Rate

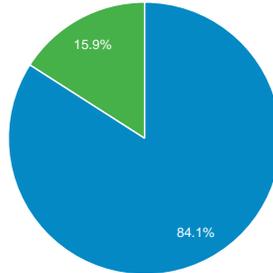
58.28%

Site Avg: 58.28% (0.00%)



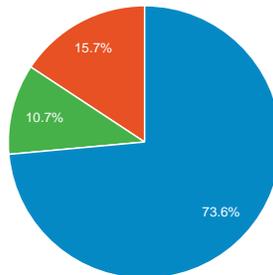
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FEMA.gov Federal Emergency Management Agency	377,063	61.76%
Are You Prepared?	226,851	76.64%
Disaster Declarations FEMA.gov	176,355	31.73%
Disaster Widget FEMA.gov	97,233	76.09%
The National Flood Insurance Program FEMA.gov	67,231	47.00%

Visits by Social Network

Social Network	Visits
Facebook	7,692
Twitter	3,641
Blogger	3,042
LinkedIn	753
YouTube	531
WordPress	373
tinyURL	288
LiveJournal	258
Yahoo! Answers	197
ActiveRain	176

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	657,639	59.46%
google / organic	439,805	53.43%
bing / organic	89,938	40.98%
thesunchronicle.com / referral	65,462	71.19%
training.fema.gov / referral	45,370	74.88%
yahoo / organic	44,222	48.64%
ready.gov / referral	30,618	69.63%
links.govdelivery.com / referral	28,755	65.29%
socialsecurity.gov / referral	20,302	91.79%
usasearch.fema.gov / referral	18,120	56.26%