


The FEMA.gov Web Performance Metrics

May 1, 2019 - May 31, 2019

All Users
 100.00% Sessions


Total Visits (Sessions)

1,413,826
 % of Total: 100.00% (1,413,826)




Avg. Visit (Session) Duration

00:02:07
 Avg for View: 00:02:07 (0.00%)




Pageviews

3,051,888
 % of Total: 100.00% (3,051,888)




Unique Visitors (Users)

944,567
 % of Total: 100.00% (944,567)




Average Pages Per Visit (Session)

2.16
 Avg for View: 2.16 (0.00%)




Average Time on Page

00:01:48
 Avg for View: 00:01:48 (0.00%)



Bounce Rate

48.03%
 Avg for View: 48.03% (0.00%)



Visits (Sessions) by Social Network

Social Network	Sessions
Facebook	16,248
Twitter	1,824
YouTube	1,531
LinkedIn	630
reddit	98
wikiHow	61
WordPress	54
Ning	47
Pinterest	35
Instagram	33

Top Pages

Page Title	Pageviews	Bounce Rate
Home FEMA.gov	325,542	59.45%
Disasters FEMA.gov	226,137	28.28%
Authorized Equipment List FEMA.gov	65,381	24.00%
The National Flood Insurance Program FEMA.gov	61,244	43.44%
National Flood Insurance Program: Flood Hazard Mapping FEMA.gov	49,741	30.88%
Flood Zones FEMA.gov	47,919	52.38%
Training FEMA.gov	32,597	43.10%
National Incident Management System FEMA.gov	29,488	45.93%
Emergency Supply List FEMA.gov	24,610	18.54%
Flood Mapping Products FEMA.gov	21,142	21.86%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	840,907
Returning Visitor	270,495

Sessions by Source

Source	Sessions
google	647,738
(direct)	314,679
bing	106,807
search.usa.gov	67,271
ready.gov	44,893
msc.fema.gov	31,677

Sessions by Browser

Browser	Sessions
Chrome	681,189
Safari	284,410
Internet Explorer	239,229
Edge	89,495
Firefox	66,633
Samsung Internet	20,336