

Feb 1, 2017 - Feb 28, 2017

Total Visits

1,160,670
% of Total: 100.00% (1,160,670)



Avg. Visit Duration

00:02:08
Avg for View: 00:02:08 (0.00%)



Pageviews

2,589,699
% of Total: 100.00% (2,589,699)



Unique Visitors

788,434
% of Total: 100.00% (788,434)



Avg. Pages / Visit

2.23
Avg for View: 2.23 (0.00%)



Avg. Time on Page

00:01:43
Avg for View: 00:01:43 (0.00%)



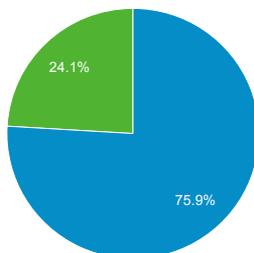
Bounce Rate

50.86%
Avg for View: 50.86% (0.00%)



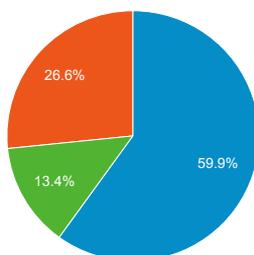
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|---------------------------|-----------|-------------|
| FEMA.gov | 341,780 | 67.44% |
| Disaster Declarations | 169,294 | 29.81% |
| Flood Zones | 37,098 | 60.04% |
| Authorized Equipment List | 30,470 | 22.15% |
| National Flood Insurance | 29,701 | 40.48% |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 12,637 |
| Twitter | 1,432 |
| reddit | 1,085 |
| LinkedIn | 413 |
| Blogger | 105 |
| YouTube | 62 |
| wikiHow | 45 |
| Pinterest | 39 |
| WordPress | 29 |
| Google+ | 25 |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|----------------------------------|----------|-------------|
| google / organic | 509,515 | 48.54% |
| (direct) / (none) | 282,531 | 57.83% |
| bing / organic | 91,133 | 48.79% |
| search.usa.gov / referral | 58,425 | 30.15% |
| yahoo / organic | 31,839 | 47.34% |
| msc.fema.gov / referral | 17,191 | 44.17% |
| hp_promo / web | 16,298 | 42.13% |
| links.govdelivery.com / referral | 15,129 | 52.68% |
| dfa / cpm | 9,659 | 91.42% |
| m.facebook.com / referral | 9,656 | 72.80% |