

# The FEMA.gov Web Performance Metrics

Jul 1, 2018 - Jul 31, 2018

All Users  
100.00% Sessions

## Total Visits (Sessions)

**1,287,519**  
% of Total: 100.00% (1,287,519)

## Avg. Visit (Session) Duration

**00:02:10**  
Avg for View: 00:02:10 (0.00%)

## Pageviews

**2,824,378**  
% of Total: 100.00% (2,824,378)

## Unique Visitors (Users)

**856,391**  
% of Total: 100.00% (856,391)

## Average Pages Per Visit (Session)

**2.19**  
Avg for View: 2.19 (0.00%)

## Average Time on Page

**00:01:47**  
Avg for View: 00:01:47 (0.00%)

## Bounce Rate

**48.57%**  
Avg for View: 48.57% (0.00%)

## Visits (Sessions) by Social Network

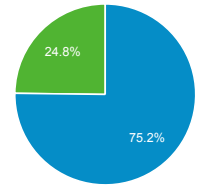
Social Network	Sessions
Facebook	10,114
Twitter	3,999
LinkedIn	991
YouTube	152
reddit	127
WordPress	60
wikiHow	40
Google+	38
Blogger	35
Pinterest	31

## Top Pages

Page Title	Pageviews	Bounce Rate
Home   FEMA.gov	332,011	61.22%
Disasters   FEMA.gov	215,253	27.35%
The National Flood Insurance Program   FEMA.gov	50,703	48.18%
Flood Zones   FEMA.gov	35,379	53.48%
Authorized Equipment List   FEMA.gov	26,513	26.27%
Assistance to Firefighters Grant Awards   FEMA.gov	26,074	32.25%
National Flood Insurance Program: Flood Hazard Mapping   FEMA.gov	25,404	32.15%
National Incident Management System   FEMA.gov	24,147	52.37%
Flood Mapping Products   FEMA.gov	23,209	20.06%
Training   FEMA.gov	21,928	43.12%

## New vs Returning Visitors (Users)

New Visitor Returning Visitor



## Sessions by Source

Source	Sessions
google	601,636
(direct)	289,359
bing	91,141
search.usa.gov	53,301
ready.gov	36,115
yahoo	22,578

## Sessions by Browser

Browser	Sessions
Chrome	582,151
Internet Explorer	266,520
Safari	245,677
Edge	71,360
Firefox	68,960
Samsung Internet	17,477

