

The FEMA.gov Web Performance Metrics

Oct 1, 2018 - Oct 31, 2018

All Users
100.00% Sessions

Total Visits (Sessions)

2,934,562

% of Total: 100.00% (2,934,562)



Avg. Visit (Session) Duration

00:01:54

Avg for View: 00:01:54 (0.00%)



Pageviews

5,816,049

% of Total: 100.00% (5,816,049)



Unique Visitors (Users)

1,999,257

% of Total: 100.00% (1,999,257)



Average Pages Per Visit (Session)

1.98

Avg for View: 1.98 (0.00%)



Average Time on Page

00:01:54

Avg for View: 00:01:54 (0.00%)



Bounce Rate

53.21%

Avg for View: 53.21% (0.00%)



Visits (Sessions) by Social Network

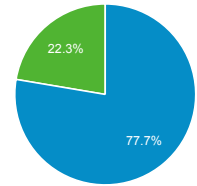
Social Network	Sessions
Facebook	157,362
Twitter	46,329
LinkedIn	1,563
reddit	1,458
Instagram	1,079
YouTube	657
Instagram Stories	187
Yammer	179
Blogger	133
WordPress	100

Top Pages

Page Title	Pageviews	Bounce Rate
Home FEMA.gov	690,467	43.54%
Disasters FEMA.gov	362,747	22.99%
The IPAWS National Test FEMA.gov	355,586	88.65%
Hurricane Michael FEMA.gov	188,608	48.65%
Florida Hurricane Michael (DR-4399) FEMA.gov	178,222	52.19%
Nationwide Emergency Alert Test Planned for Oct. 3; Test Messages Will be Sent to Cell Phones, TV and Radio FEMA.gov	166,264	85.90%
Individual Disaster Assistance FEMA.gov	78,668	34.58%
North Carolina Hurricane Florence (DR-4393) FEMA.gov	60,046	54.81%
Georgia Hurricane Michael (DR-4400) FEMA.gov	59,443	56.75%
The National Flood Insurance Program FEMA.gov	51,214	44.18%

New vs Returning Visitors (Users)

■ New Visitor ■ Returning Visitor



Sessions by Source

Source	Sessions
google	1,232,233
(direct)	702,073
bing	168,823
m.facebook.com	128,202
disasterassistance.gov	121,211
search.usa.gov	85,915

Sessions by Browser

Browser	Sessions
Chrome	1,284,371
Safari	652,551
Internet Explorer	461,879
Edge	145,902
Safari (in-app)	132,904
Firefox	115,124

