

Jan 1, 2017 - Jan 31, 2017

### Total Visits

**573,731**

% of Total: 100.00% (573,731)



### Avg. Visit Duration

**00:01:54**

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



### Pageviews

**1,064,346**

% of Total: 100.00% (1,064,346)



### Unique Visitors

**480,891**

% of Total: 100.00% (480,891)



### Avg. Pages / Visit

**1.86**

Avg for View: 1.86 (0.00%)



### Avg. Time on Page

**00:02:13**

Avg for View: 00:02:13 (0.00%)



### Bounce Rate

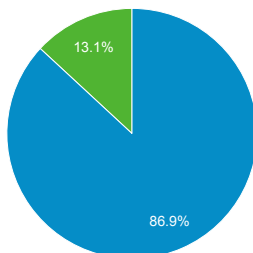
**65.19%**

Avg for View: 65.19% (0.00%)



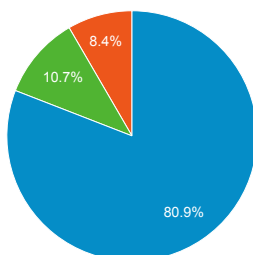
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	102,534	66.27%
Basic Disaster Supplies Kit	54,960	61.14%
Snowstorms & Extreme Cold	46,134	75.56%
Tornadoes	39,536	74.96%
Earthquakes	34,195	73.79%

### Visits by Social Network

Social Network	Sessions
Facebook	12,520
Twitter	2,964
Weebly	1,130
reddit	169
LinkedIn	110
BuzzFeed	104
Blogger	101
YouTube	95
Pinterest	72
wikiHow	42

### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	210,050	66.49%
(direct) / (none)	145,665	62.94%
bing / organic	19,494	65.38%
facebook / newsfeed	19,264	92.76%
google.org / referral	18,809	68.86%
links.govdelivery.com / referral	14,606	38.31%
search.usa.gov / referral	13,793	41.83%
google / cpc	9,989	67.01%
m.facebook.com / referral	9,397	71.22%
yahoo / organic	8,239	64.11%