


SchoolSafety.gov Web Performance Metrics

Mar 1, 2020 - Mar 31, 2020

All Users
100.00% Sessions

Total Visits

25,311
% of Total: 100.00% (25,311)



Avg. Visit Duration

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

Pageviews

29,787
% of Total: 100.00% (29,787)

Unique Visitors

12,186
% of Total: 100.00% (12,186)

Avg. Pages / Visit

1.90
Avg for View: 1.90 (0.00%)

Avg. Time on Page

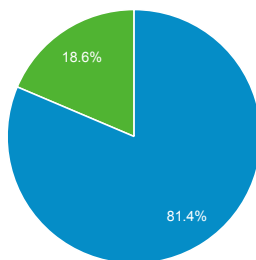
00:02:00
Avg for View: 00:02:00 (0.00%)

Bounce Rate

60.34%
Avg for View: 60.34% (0.00%)

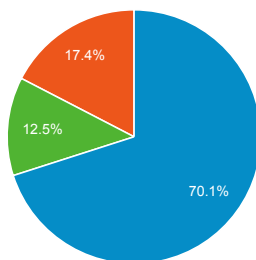
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	16,440	60.70%
Get a School Safety Action Plan SchoolSafety.gov	2,955	49.00%
Find School Safety Resources SchoolSafety.gov	2,158	58.99%
Bullying and Cyberbullying School Safety.gov	932	60.92%
Mental Health SchoolSafety.gov	847	59.59%

Sessions by Social Network

Social Network	Sessions
Twitter	166
Facebook	165
LinkedIn	37
Google+	16
Instagram	4
Yammer	1

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	8,228	64.23%
govdelivery / email	1,561	68.29%
newsletter / email	1,203	49.88%
hp_slideshow / web	550	70.55%
ed.gov / referral	515	50.87%
google / organic	515	42.52%
dhs.gov / referral	378	67.99%
Inks.gd / referral	354	57.06%
search.usa.gov / referral	323	27.55%
bing / organic	198	59.09%