


SchoolSafety.gov Web Performance Metrics

Apr 1, 2020 - Apr 30, 2020

All Users
100.00% Sessions


Total Visits

9,242
% of Total: 100.00% (9,242)



Avg. Visit Duration

00:02:12
Avg for View: 00:02:12 (0.00%)



Pageviews

11,229
% of Total: 100.00% (11,229)




Unique Visitors

4,080
% of Total: 100.00% (4,080)




Avg. Pages / Visit

2.00
Avg for View: 2.00 (0.00%)




Avg. Time on Page

00:02:05
Avg for View: 00:02:05 (0.00%)



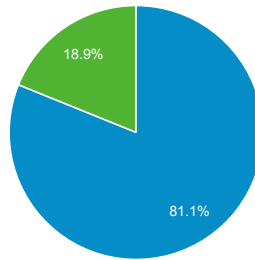
Bounce Rate

61.70%
Avg for View: 61.70% (0.00%)



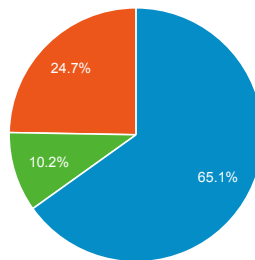
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	5,602	62.50%
Get a School Safety Action Plan SchoolSafety.gov	1,253	54.10%
Find School Safety Resources SchoolSafety.gov	778	64.63%
Bullying and Cyberbullying School Safety.gov	402	62.73%
Physical Security SchoolSafety.gov	328	50.62%

Sessions by Social Network

Social Network	Sessions
Twitter	23
Facebook	13
Blogger	2
Instagram	1

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,657	70.72%
google / organic	569	49.03%
ed.gov / referral	496	49.80%
newsletter / email	403	54.34%
bing / organic	238	63.03%
search.usa.gov / referral	149	33.56%
govdelivery / email	118	71.19%
news.n2y.com / referral	88	90.91%
schoolhealthny.com / referral	59	37.29%
Inks.gd / referral	57	77.19%