


SchoolSafety.gov Web Performance Metrics

May 1, 2020 - May 31, 2020

All Users
100.00% Sessions


Total Visits

11,197
% of Total: 100.00% (11,197)




Avg. Visit Duration

00:01:32
Avg for View: 00:01:32 (0.00%)



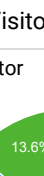
Pageviews

13,162
% of Total: 100.00% (13,162)



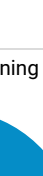
Unique Visitors

6,547
% of Total: 100.00% (6,547)




Avg. Pages / Visit

1.66
Avg for View: 1.66 (0.00%)




Avg. Time on Page

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



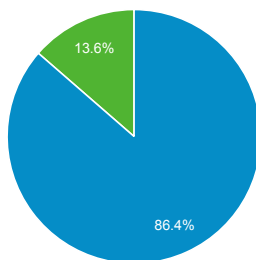
Bounce Rate

63.23%
Avg for View: 63.23% (0.00%)



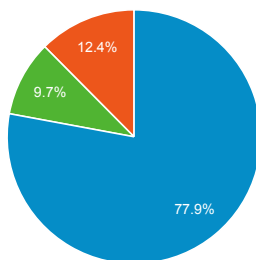
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	6,674	62.43%
COVID-19 Resources for Schools SchoolSafety.gov	1,723	59.19%
Get a School Safety Action Plan SchoolSafety.gov	692	57.38%
Find School Safety Resources SchoolSafety.gov	686	59.52%
Cyber Safety Considerations for K-12 Schools and School Districts SchoolSafety.gov	392	96.87%

Sessions by Social Network

Social Network	Sessions
Facebook	61
Twitter	28
LinkedIn	2

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	4,894	68.49%
google / organic	876	50.57%
ed.gov / referral	494	50.61%
bing / organic	196	62.76%
search.usa.gov / referral	142	21.83%
news.n2y.com / referral	136	88.24%
govdelivery / email	123	72.36%
newsletter / email	117	59.83%
baidu.com / referral	75	100.00%
schoolhealthny.com / referral	71	43.66%