

# SchoolSafety.gov Web Performance Metrics

Jun 1, 2020 - Jun 30, 2020

**All Users**  
100.00% Sessions


## Total Visits

**11,557**  
% of Total: 100.00% (11,557)




## Avg. Visit Duration

**00:01:31**  
Avg for View: 00:01:31 (0.00%)




## Pageviews

**13,341**  
% of Total: 100.00% (13,341)




## Unique Visitors

**6,619**  
% of Total: 100.00% (6,619)




## Avg. Pages / Visit

**1.65**  
Avg for View: 1.65 (0.00%)




## Avg. Time on Page

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



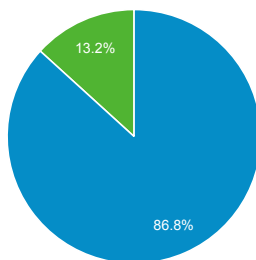
## Bounce Rate

**59.21%**  
Avg for View: 59.21% (0.00%)



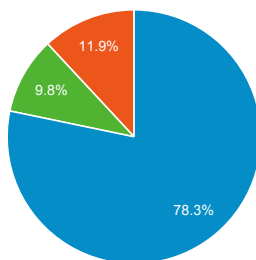
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage   SchoolSafety.gov	5,145	61.91%
State Search Tool   SchoolSafety.gov	1,949	52.84%
COVID-19 Resources for Schools   SchoolSafety.gov	1,948	48.22%
Get a School Safety Action Plan   SchoolSafety.gov	459	64.71%
(not set)	394	58.91%

## Sessions by Social Network

Social Network	Sessions
LinkedIn	98
Twitter	49
Facebook	25

## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	3,547	71.07%
google / organic	1,867	49.65%
lnks.gd / referral	714	46.64%
ed.gov / referral	437	43.71%
bing / organic	271	55.35%
search.usa.gov / referral	156	26.28%
newsletter / email	114	50.88%
govdelivery / email	98	68.37%
linkedin.com / referral	91	61.54%
sbcusd.com / referral	58	56.90%