

SchoolSafety.gov Web Performance Metrics

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Sessions


Total Visits

11,366
% of Total: 100.00% (11,366)



Avg. Visit Duration

00:01:26
Avg for View: 00:01:26 (0.00%)



Pageviews

13,097
% of Total: 100.00% (13,097)




Unique Visitors

7,349
% of Total: 100.00% (7,349)




Avg. Pages / Visit

1.55
Avg for View: 1.55 (0.00%)




Avg. Time on Page

00:02:27
Avg for View: 00:02:27 (0.00%)



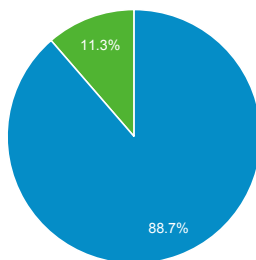
Bounce Rate

64.40%
Avg for View: 64.40% (0.00%)



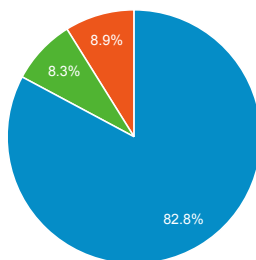
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	4,872	62.37%
COVID-19 Resources for Schools SchoolSafety.gov	3,306	64.68%
Find School Safety Resources SchoolSafety.gov	487	52.17%
(not set)	389	71.03%
State Search Tool SchoolSafety.gov	377	58.04%

Sessions by Social Network

Social Network	Sessions
Facebook	26
Twitter	20
LinkedIn	3

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,728	61.94%
(direct) / (none)	2,876	75.73%
ed.gov / referral	435	45.06%
bing / organic	240	54.58%
search.usa.gov / referral	128	27.34%
newsletter / email	108	67.59%
govdelivery / email	79	68.35%
yahoo / organic	68	52.94%
Inks.gd / referral	54	68.52%
basecamp.com / referral	52	44.23%