

SchoolSafety.gov Web Performance Metrics

Jul 1, 2020 - Jul 31, 2020

All Users
100.00% Sessions


Total Visits

12,184
% of Total: 100.00% (12,184)




Avg. Visit Duration

00:01:24
Avg for View: 00:01:24 (0.00%)




Pageviews

13,861
% of Total: 100.00% (13,861)




Unique Visitors

7,993
% of Total: 100.00% (7,993)




Avg. Pages / Visit

1.49
Avg for View: 1.49 (0.00%)




Avg. Time on Page

00:02:40
Avg for View: 00:02:40 (0.00%)



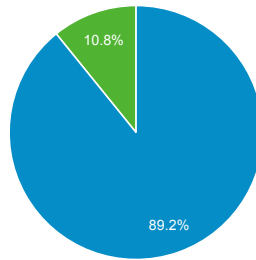
Bounce Rate

59.76%
Avg for View: 59.76% (0.00%)



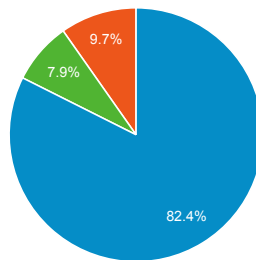
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	4,561	62.10%
COVID-19 Resources for Schools SchoolSafety.gov	4,322	50.95%
State Search Tool SchoolSafety.gov	646	64.49%
Get a School Safety Action Plan SchoolSafety.gov	557	86.84%
Cyber Safety Considerations for K-12 Schools and School Districts SchoolSafety.gov	403	98.23%

Sessions by Social Network

Social Network	Sessions
Facebook	106
LinkedIn	36
Twitter	24
Blogger	1

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	4,076	51.30%
(direct) / (none)	3,156	77.28%
ed.gov / referral	499	41.88%
bing / organic	226	48.67%
search.usa.gov / referral	163	36.81%
m.facebook.com / referral	99	65.66%
govdelivery / email	98	75.51%
newsletter / email	89	55.06%
Inks.gd / referral	71	61.97%
Twitter / Organic	67	50.75%