

# SchoolSafety.gov Web Performance Metrics

Oct 1, 2020 - Oct 31, 2020

**All Users**  
100.00% Sessions


## Total Visits

**9,045**  
% of Total: 100.00% (9,045)



## Avg. Visit Duration

**00:01:54**  
Avg for View: 00:01:54 (0.00%)



## Pageviews

**10,560**  
% of Total: 100.00% (10,560)




## Unique Visitors

**5,036**  
% of Total: 100.00% (5,036)




## Avg. Pages / Visit

**1.74**  
Avg for View: 1.74 (0.00%)




## Avg. Time on Page

**00:02:25**  
Avg for View: 00:02:25 (0.00%)



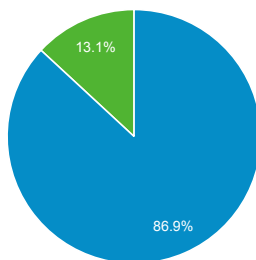
## Bounce Rate

**62.37%**  
Avg for View: 62.37% (0.00%)



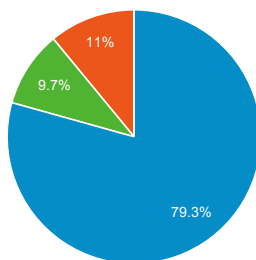
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage   SchoolSafety.gov	3,897	59.93%
COVID-19 Resources for Schools   SchoolSafety.gov	775	67.99%
Training, Exercises, and Drills   SchoolSafety.gov	657	60.72%
Bullying and Cyberbullying   SchoolSafety.gov	643	65.47%
Find School Safety Resources   SchoolSafety.gov	597	43.75%

## Sessions by Social Network

Social Network	Sessions
Facebook	44
Twitter	11
Instagram	1
Weebly	1

## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,855	60.81%
(direct) / (none)	1,870	71.87%
ed.gov / referral	316	51.27%
bing / organic	215	56.74%
search.usa.gov / referral	121	30.58%
yahoo / organic	74	60.81%
newsletter / email	47	59.57%
dese.ade.arkansas.gov / referral	39	46.15%
m.facebook.com / referral	38	89.47%
baidu / organic	31	100.00%