

SchoolSafety.gov Web Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions


Total Visits

10,389
% of Total: 100.00% (10,389)




Avg. Visit Duration

00:01:40
Avg for View: 00:01:40 (0.00%)



Pageviews

12,372
% of Total: 100.00% (12,372)




Unique Visitors

6,108
% of Total: 100.00% (6,108)




Avg. Pages / Visit

1.71
Avg for View: 1.71 (0.00%)




Avg. Time on Page

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



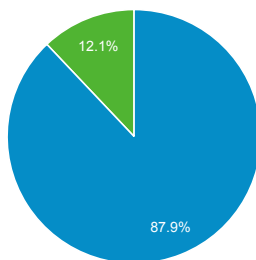
Bounce Rate

63.46%
Avg for View: 63.46% (0.00%)



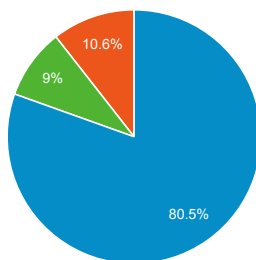
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	4,705	59.71%
COVID-19 Resources for Schools SchoolSafety.gov	1,754	70.80%
Training, Exercises, and Drills SchoolSafety.gov	543	64.11%
Find School Safety Resources SchoolSafety.gov	516	52.08%
Get a School Safety Action Plan SchoolSafety.gov	510	61.90%

Sessions by Social Network

Social Network	Sessions
Facebook	17
Twitter	3
LinkedIn	2

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,126	63.56%
(direct) / (none)	2,547	72.63%
ed.gov / referral	363	44.63%
bing / organic	225	60.44%
search.usa.gov / referral	139	25.18%
WF1237694 / email	69	49.28%
yahoo / organic	67	40.30%
newsletter / email	57	84.21%
basecamp.com / referral	39	12.82%
baidu / organic	37	100.00%