

# SchoolSafety.gov Web Performance Metrics

Dec 1, 2020 - Dec 31, 2020

**All Users**  
100.00% Sessions

## Total Visits

**15,186**  
% of Total: 100.00% (15,186)



## Avg. Visit Duration

**00:00:44**  
Avg for View: 00:00:44 (0.00%)



## Pageviews

**16,823**  
% of Total: 100.00% (16,823)



## Unique Visitors

**11,978**  
% of Total: 100.00% (11,978)



## Avg. Pages / Visit

**1.32**  
Avg for View: 1.32 (0.00%)



## Avg. Time on Page

**00:02:09**  
Avg for View: 00:02:09 (0.00%)



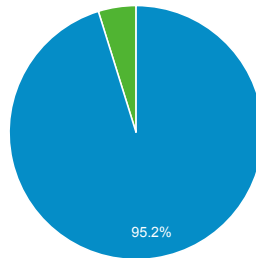
## Bounce Rate

**83.83%**  
Avg for View: 83.83% (0.00%)



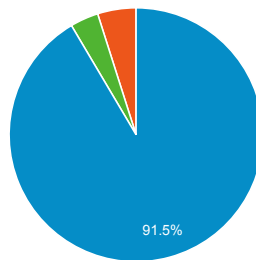
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage   SchoolSafety.gov	11,230	89.33%
Bullying and Cyberbullying   School Safety.gov	498	72.46%
State Search Tool   SchoolSafety.gov	483	67.74%
Get a School Safety Action Plan   SchoolSafety.gov	429	0.00%
Find School Safety Resources   SchoolSafety.gov	427	58.46%

## Sessions by Social Network

Social Network	Sessions
Facebook	23
Twitter	5
Weebly	3
Google+	1

## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	9,550	92.90%
google / organic	2,145	59.44%
ed.gov / referral	211	53.08%
bing / organic	197	49.24%
search.usa.gov / referral	124	21.77%
Inks.gd / referral	56	92.86%
yahoo / organic	54	57.41%
baidu / organic	33	100.00%
basecamp.com / referral	24	25.00%
m.facebook.com / referral	18	100.00%