

# SchoolSafety.gov Web Performance Metrics

Jan 1, 2021 - Jan 31, 2021

**All Users**  
100.00% Sessions


## Total Visits

**8,689**  
% of Total: 100.00% (8,689)




## Avg. Visit Duration

**00:01:59**  
Avg for View: 00:01:59 (0.00%)




## Pageviews

**10,252**  
% of Total: 100.00% (10,252)




## Unique Visitors

**4,710**  
% of Total: 100.00% (4,710)




## Avg. Pages / Visit

**1.78**  
Avg for View: 1.78 (0.00%)




## Avg. Time on Page

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



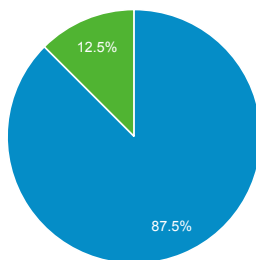
## Bounce Rate

**58.55%**  
Avg for View: 58.55% (0.00%)



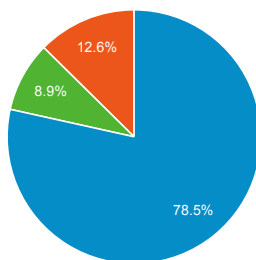
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage   SchoolSafety.gov	3,685	57.61%
COVID-19 Resources for Schools   SchoolSafety.gov	561	69.05%
Bullying and Cyberbullying   SchoolSafety.gov	549	67.59%
Get a School Safety Action Plan   SchoolSafety.gov	541	0.82%
Training, Exercises, and Drills   SchoolSafety.gov	538	57.59%

## Sessions by Social Network

Social Network	Sessions
Facebook	37
Twitter	5
LinkedIn	3

## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,663	57.53%
(direct) / (none)	1,731	66.09%
ed.gov / referral	315	50.16%
bing / organic	178	53.93%
search.usa.gov / referral	161	26.71%
usds.gov / referral	70	61.43%
yahoo / organic	54	53.70%
m.facebook.com / referral	35	94.29%
lnks.gd / referral	32	93.75%
dhs.gov / referral	27	14.81%