


SchoolSafety.gov Web Performance Metrics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions


Total Visits

10,851
% of Total: 100.00% (10,851)




Avg. Visit Duration

00:02:06
Avg for View: 00:02:06 (0.00%)



Pageviews

13,154
% of Total: 100.00% (13,154)




Unique Visitors

5,655
% of Total: 100.00% (5,655)




Avg. Pages / Visit

1.88
Avg for View: 1.88 (0.00%)




Avg. Time on Page

00:02:16
Avg for View: 00:02:16 (0.00%)



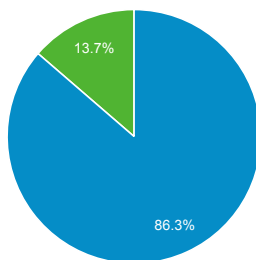
Bounce Rate

57.83%
Avg for View: 57.83% (0.00%)



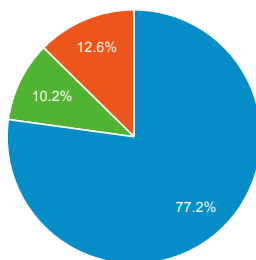
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	4,474	55.21%
Bullying and Cyberbullying SchoolSafety.gov	930	62.21%
Emergency Planning SchoolSafety.gov	724	56.77%
State Search Tool SchoolSafety.gov	721	65.67%
Training, Exercises, and Drills SchoolSafety.gov	691	63.59%

Sessions by Social Network

Social Network	Sessions
Twitter	39
Facebook	38
Blogger	2
LinkedIn	2

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,439	57.66%
(direct) / (none)	1,979	63.97%
ed.gov / referral	321	56.07%
bing / organic	257	57.20%
search.usa.gov / referral	226	19.03%
yahoo / organic	80	48.75%
t.co / referral	39	33.33%
baidu / organic	33	100.00%
duckduckgo / organic	33	48.48%
news4jax.com / referral	29	55.17%