


SchoolSafety.gov Web Performance Metrics

Mar 1, 2021 - Mar 31, 2021

All Users
100.00% Sessions


Total Visits

11,472
% of Total: 100.00% (11,472)



Avg. Visit Duration

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




Pageviews

13,500
% of Total: 100.00% (13,500)




Unique Visitors

6,316
% of Total: 100.00% (6,316)




Avg. Pages / Visit

1.73
Avg for View: 1.73 (0.00%)




Avg. Time on Page

00:02:39
Avg for View: 00:02:39 (0.00%)



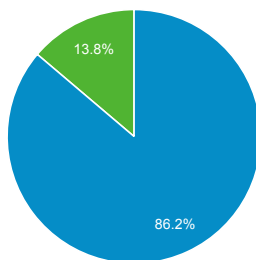
Bounce Rate

59.33%
Avg for View: 59.33% (0.00%)



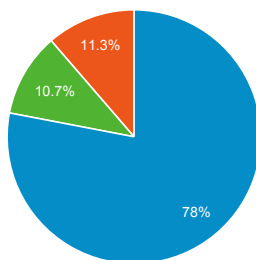
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|--|-----------|-------------|
| Homepage SchoolSafety.gov | 4,229 | 56.05% |
| Bullying and Cyberbullying SchoolSafety.gov | 1,216 | 67.11% |
| Emergency Planning SchoolSafety.gov | 780 | 62.61% |
| Threat Assessment and Reporting SchoolSafety.gov | 707 | 66.74% |
| Training, Exercises, and Drills SchoolSafety.gov | 690 | 63.12% |

Sessions by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 76 |
| Twitter | 27 |
| LinkedIn | 6 |

Visits and Bounce Rate by Source/Medium

| Source / Medium | Sessions | Bounce Rate |
|---------------------------|----------|-------------|
| google / organic | 3,944 | 59.69% |
| (direct) / (none) | 2,085 | 66.33% |
| bing / organic | 403 | 56.08% |
| search.usa.gov / referral | 275 | 27.27% |
| ed.gov / referral | 237 | 44.73% |
| yahoo / organic | 165 | 53.33% |
| m.facebook.com / referral | 64 | 82.81% |
| Inks.gd / referral | 42 | 69.05% |
| duckduckgo / organic | 33 | 51.52% |
| tea.texas.gov / referral | 32 | 25.00% |