

SchoolSafety.gov Web Performance Metrics

May 1, 2021 - May 31, 2021

All Users

100.00% Sessions

Total Visits

8,879

% of Total: 100.00% (8,879)

Avg. Visit Duration

00:01:43

Avg for View: 00:01:43 (0.00%)

Pageviews

10,364

% of Total: 100.00% (10,364)

Unique Visitors

4,943

% of Total: 100.00% (4,943)

Avg. Pages / Visit

1.72

Avg for View: 1.72 (0.00%)

Avg. Time on Page

00:02:20

Avg for View: 00:02:20 (0.00%)

Bounce Rate

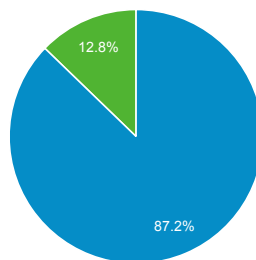
63.51%

Avg for View: 63.51% (0.00%)

New vs. Returned Visitors

New Visitor

Returning Visitor

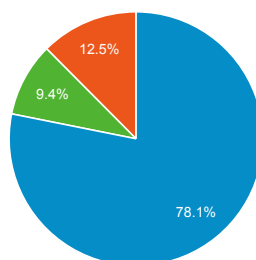


Avg. Visits per Visitor

1

2

Other



Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,484	60.71%
(direct) / (none)	1,943	71.69%
bing / organic	358	60.06%
search.usa.gov / referral	258	29.07%
lnks.gd / referral	148	68.92%
t.co / referral	123	63.41%
yahoo / organic	101	66.34%
m.facebook.com / referral	76	92.11%
duckduckgo / organic	54	72.22%
cisa.gov / referral	35	42.86%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	3,461	62.84%
Bullying and Cyberbullying SchoolSafety.gov	701	68.13%
Get a School Safety Action Plan SchoolSafety.gov	619	68.42%
Emergency Planning SchoolSafety.gov	614	64.82%
State Search Tool SchoolSafety.gov	517	66.50%

Sessions by Social Network

Social Network	Sessions
Twitter	123
Facebook	89
LinkedIn	19
Weebly	3