SchoolSafety.gov Web Performance Metrics

Jul 1, 2023 - Jul 31, 2023

○ All Users
100.00% Sessions

Total Visits

27,797
% of Total: **100.00% (27,797)**

Avg. Visit Duration
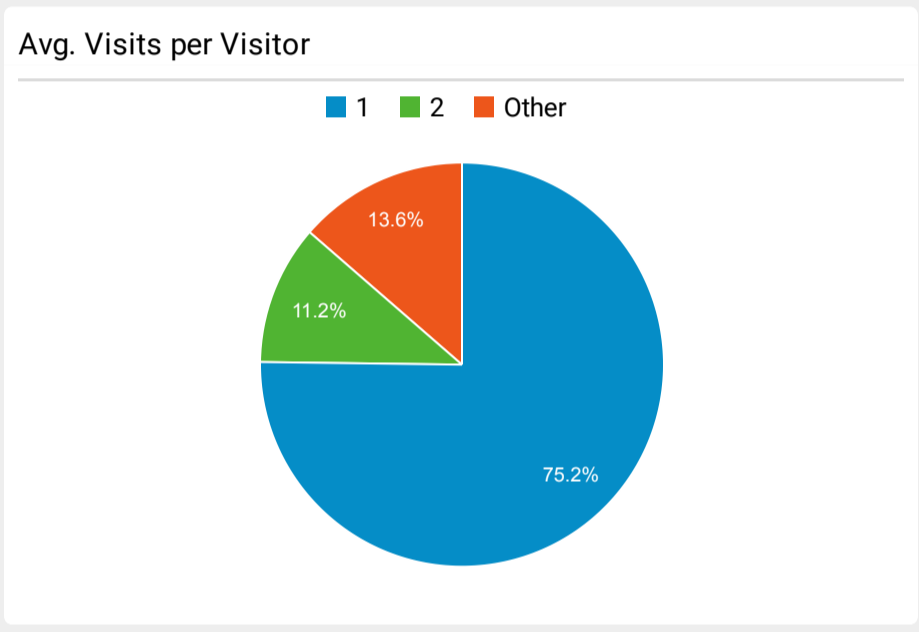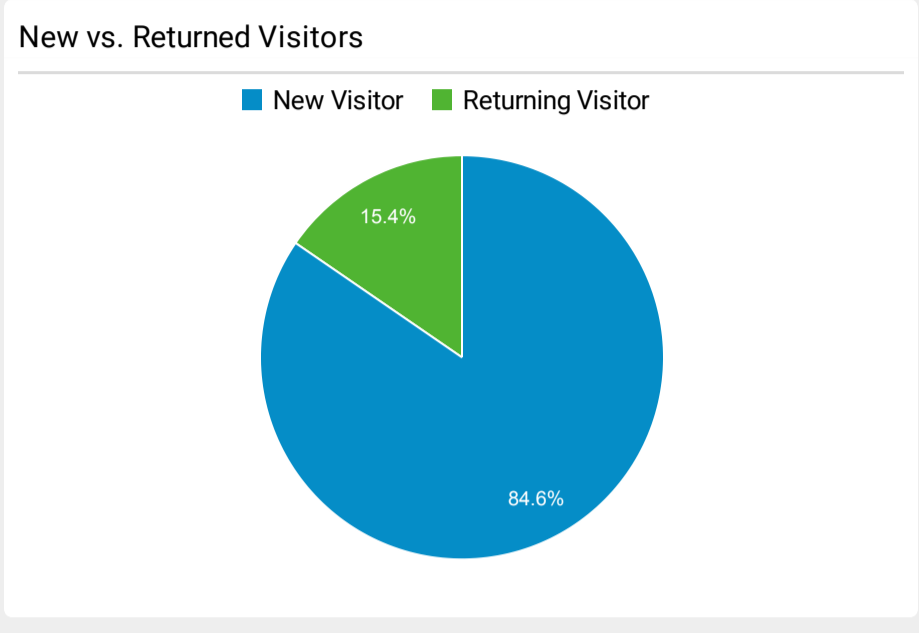
00:02:04
Avg for View: **00:02:04 (0.00%)**

Pageviews

31,979
% of Total: **100.00% (31,979)**

Unique Visitors

11,900
% of Total: **100.00% (11,900)**

Avg. Pages / Visit

2.15
Avg for View: **2.15 (0.00%)**

Avg. Time on Page

00:01:46
Avg for View: **00:01:46 (0.00%)**

Bounce Rate

55.20%
Avg for View: **55.20% (0.00%)**

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

- 15.4%
- 84.6%

Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

- 13.6%
- 11.2%
- 75.2%

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	6,708	53.68%
(direct) / (none)	3,966	66.67%
bing / organic	1,302	42.78%
yahoo / organic	321	39.88%
cisa.gov / referral	232	41.81%
docs.google.com / referral	184	78.26%
lnks.gd / referral	158	56.33%
govdelivery / email	133	42.11%
twitter / organic	119	42.02%
dhs.gov / referral	104	42.31%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Explore School Safety Grants	SchoolSafety.gov	9,020	46.19%
SchoolSafety.gov	School Safety Resources	6,244	60.62%
Emergency Planning	SchoolSafety.gov	1,934	57.81%
Get a School Safety Action Plan	SchoolSafety.gov	1,466	1.38%
Bullying and Cyberbullying	SchoolSafety.gov	1,334	64.10%
State Search Tool	SchoolSafety.gov	1,208	66.52%
Threat Assessment and Reporting	SchoolSafety.gov	895	62.50%
Find School Safety Resources	SchoolSafety.gov	813	58.04%
Targeted Violence	SchoolSafety.gov	728	71.98%
Foundational Elements of School Safety	SchoolSafety.gov	641	67.36%

Sessions by Social Network

Social Network	Sessions
Facebook	37
Twitter	27
Instagram	5
LinkedIn	4
Blogger	2