

Date
Nov 1, 2023 - Nov 30, 2023

Top Pages		U		C			
Landing page + query string		↓Views	New users	Average engagement time per session	Bounce rate	Views per session	
Totals		49,783	19,336	56s	42.82%	1.8	
1	/	17,291	5,705	1m 26s	38.44%		2.29
2	/grants-finder-tool	9,715	1,745	1m 55s	26.38%	4.47	
3	/bullying-and-cyberbullying	5,010	2,902	49s	34.98%		1.44
4	/emergency-planning	1,833	1,031	40s	33.33%		1.41
5	/foundational-elements-school-safety	1,572	1,024	50s	31.54%		1.3
6	/threat-assessment-and-reporting	1,279	714	36s	31.16%		1.49
7	/grants-finder-tool?upcoming=true	810	348	45s	24.1%		1.63
8	/mental-health	808	394	44s	35.61%		1.53
9	/child-exploitation	801	530	39s	44.24%		1.32
10	/foundational-elements-school-safety?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc	631	506	53s	33.27%		1.17
11	/safety-readiness-tool	532	111	1m 07s	39.51%	3.28	
12	/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc	483	365	41s	34.49%		1.29
13	/targeted-violence	438	137	54s	41.71%		2.08
14	/events	435	85	1m 09s	27.27%	3.3	
15	/school-climate	404	208	52s	37.14%		1.44
16	/cybersecurity	397	207	34s	44.19%		1.54
17	/find-school-safety-resources	317	81	1m 03s	27.68%	2.83	
18	/about	266	38	1m 28s	41.12%	2.49	
19	/infectious-diseases-and-public-health	245	172	43s	33.86%		1.3
20	/resource/stronger-connections-grant-program-frequently-asked-questions	240	119	31s	34.19%		1.55
21	/resource/behavioral-threat-assessment-and-management-btam	232	162	15s	34.85%		1.17
22	/state-search-tool	229	44	1m 05s	26.58%	2.9	
23	/resource/active-shooter-preparedness	220	146	14s	32.35%		1.29
24	/back-to-school-campaign	182	107	25s	62.68%		1.28
25	/resource/bomb-threat-checklist	176	136	9s	46.5%		1.12
26	/grant/homeland-security-grant-program	152	43	1m 13s	22%	3.04	
27	/tools-to-get-started	139	23	35s	45.9%	2.28	
28	/grant/school-violence-prevention-program-svpp	122	69	22s	38.27%		1.51
29	/resource/summary-school-safety-statistics	109	59	25s	31.43%		1.56
30	/department-homeland-security-exercise-starter-kits	106	34	33s	26.92%		1.36
31	/state-search-tool/michigan	94	58	43s	38.57%		1.34
32	/state-search-tool/indiana	87	50	45s	17.74%		1.4
33	/state-search-tool/ohio	86	52	46s	30.16%		1.37
34	/resource/srosso-incentive-grant-program	85	39	1m 02s	6.98%	1.98	
35	/resource/if-you-see-something-say-something-campaign	81	65	9s	31.88%		1.17
36	/state-search-tool/missouri	72	38	33s	31.82%		1.64
37	/resource/understanding-roles-school-resource-officers	68	57	19s	50.79%		1.08
38	/state-search-tool/florida	66	49	30s	16.36%		1.2
39	/resource/national-registry-evidence-based-programs-and-practices-nrepp	65	54	15s	40.35%		1.14
40	/?utm_name=	64	19	1m 13s	16.67%	2.67	
41	/resource/k-12-school-shooting-database	62	44	13s	34.62%		1.19
42	/school-safety-communications-center	59	11	20s	45%		1.48
43	/state-search-tool/north-carolina	59	37	16s	36.17%		1.26
44	/resource/protecting-americas-schools-us-secret-service-analysis-targeted-school-violence	54	37	6s	37.21%		1.26
45	/state-search-tool/pennsylvania	53	41	25s	42.31%		1.02
46	/resource/bomb-threat-guidance	52	35	13s	33.33%		1.24
47	/resource/school-climate-surveys	46	33	12s	31.58%		1.21
48	/resource/school-safety-model-programs-guide	45	9	1m 06s	27.27%	4.09	
49	/state-search-tool/new-york	45	18	49s	28.57%		2.14

Date
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User Engage...

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Event name

↓ Event count

Total users

Average engagement time per session

Totals

196,174

20,418

56s

1page_view

49,783

20,328

0s

2user_engagement

39,050

15,407

47s

3session_start

27,404

20,388

0s

4first_visit

19,336

19,122

0s

5scroll

14,205

8,137

27s

6Click

13,927

5,572

41s

7form_start

7,769

1,700

57s

8click

7,224

4,215

0s

9Quiz Page

6,126

899

0s

10file_download

2,565

1,554

0s

Date
Nov 1, 2023 - Nov 30, 2023

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Channels

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First user default channel group		↓ Views
Totals		49,783
1	Organic Search	29,864
2	Direct	13,100
3	Referral	5,862
4	Organic Social	481
5	Email	468
6	Unassigned	8