

Date
Oct 1, 2023 - Oct 31, 2023

Top Pages
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Landing page + query string	Views	New users	Average engagement time per session	Bounce rate	Views per session
Totals	48,958	18,511	49s	43.39%	1.88
1 /	16,103	5,291	59s	41.27%	2.28
2 /grants-finder-tool	10,914	2,014	1m 52s	27.2%	4.54
3 /bullying-and-cyberbullying	5,211	3,221	48s	35.31%	1.41
4 /emergency-planning	2,050	1,162	41s	32.86%	1.45
5 /threat-assessment-and-reporting	1,506	831	39s	31.53%	1.54
6 /foundational-elements-school-safety	1,210	679	55s	33.89%	1.44
7 /mental-health	738	306	51s	35.12%	1.72
8 /child-exploitation	628	470	35s	46.93%	1.2
9 /cybersecurity	498	285	38s	37.39%	1.44
10 /safety-readiness-tool	427	107	42s	45.71%	2.44
11 /back-to-school-campaign	384	160	37s	58.77%	1.68
12 /targeted-violence	350	124	1m 02s	43.5%	1.75
13 /school-climate	310	163	46s	35.78%	1.42
14 /find-school-safety-resources	298	101	40s	32.41%	2.06
15 /about	293	52	1m 12s	52.94%	2.46
16 /resource/behavioral-threat-assessment-and-management-btam	293	194	15s	42.49%	1.26
17 /events	280	57	51s	33.33%	3.22
18 /resource/active-shooter-preparedness	232	150	28s	27.65%	1.36
19 /resource/bomb-threat-checklist	220	178	8s	46.67%	1.05
20 /grant/school-violence-prevention-program-svpp	212	125	18s	39.58%	1.47
21 /tools-to-get-started	207	74	25s	65.52%	1.78
22 /state-search-tool	199	23	1m 25s	29.41%	3.9
23 /grant/homeland-security-grant-program	186	48	1m 34s	22.22%	3.44
24 /infectious-diseases-and-public-health	173	134	46s	44.14%	1.19
25 /department-homeland-security-exercise-starter-kits	170	72	30s	40.74%	1.26
26 /?utm_name=	169	75	41s	48.96%	1.76
27 /resource/stronger-connections-grant-program-frequently-asked-questions	167	88	32s	37.84%	1.5
28 /grants-finder-tool?upcoming=true	161	46	49s	38.89%	1.79
29 /school-safety-communications-center	139	19	56s	44%	2.78
30 /resource/if-you-see-something-say-something-campaign	133	99	16s	53.64%	1.21
31 /state-search-tool/ohio	109	71	23s	32.53%	1.31
32 /state-search-tool/florida	96	55	29s	37.18%	1.23
33 /resource/protecting-americas-schools-us-secret-service-analysis-targeted-school-violence	95	39	17s	55.1%	1.94
34 /state-search-tool/alabama	86	13	45s	46.15%	3.31
35 /state-search-tool/pennsylvania	82	51	36s	29.63%	1.52
36 /state-search-tool/indiana	75	57	36s	25%	1.17
37 /state-search-tool/michigan	73	49	47s	26.15%	1.12
38 /resource/summary-school-safety-statistics	71	44	11s	30.61%	1.45
39 /grant/stop-school-violence-program	69	40	27s	46.34%	1.68
40 /state-search-tool/north-carolina	65	42	36s	18.87%	1.23
41 /event/internet-safety-combating-cyberbullying-sex-tortion-and-mental-health-middle-and-high-school	61	16	58s	36.36%	2.77
42 /resource/school-climate-surveys	59	49	16s	18.87%	1.11
43 /resource/understanding-roles-school-resource-officers	58	48	15s	43.64%	1.05
44 /resource/final-report-federal-commission-school-safety	57	24	22s	29.63%	2.11
45 /grants-finder-tool?page=1	55	1	44s	27.78%	3.06
46 /bullying-and-cyberbullying?page=1	52	1	1m 49s	11.11%	5.78
47 /resource/stop-bleed	52	27	43s	18.75%	1.63
48 /resource/bomb-threat-guidance	51	42	6s	36.17%	1.09
49 /state-search-tool/oregon	51	18	1m 03s	13.64%	2.32

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Event name	↓ Event count	Total users	Average engagement time per session
Totals	194,535	19,794	49s
1 page_view	48,958	19,715	0s
2 user_engagement	38,996	14,864	37s
3 session_start	25,996	19,760	0s
4 first_visit	18,511	18,632	0s
5 scroll	15,837	8,247	25s
6 Click	11,741	5,107	37s
7 form_start	8,613	1,868	1m 00s
8 Quiz Page	7,012	1,044	0s
9 click	7,001	4,115	1s
10 file_download	2,783	1,655	0s

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Channels		Views
First user default channel group		↓ Views
Totals		48,958
1	Organic Search	30,274
2	Direct	12,472
3	Referral	5,394
4	Organic Social	483
5	Email	326
6	Unassigned	6
7	Organic Shopping	2
8	Organic Video	1