

Date
Mar 1, 2024 - Mar 31, 2024

Top Pages U C

Landing page + query string	↓ Views	New users	Average engagement time per session	Bounce rate	Views per session
Totals	57,617	21,060	49s	42.48%	1.9
1 /	16,040	4,302	1m 02s	38.78%	2.56
2 /grants-finder-tool	13,725	2,749	1m 47s	32.84%	4.04
3 /bullying-and-cyberbullying	6,878	3,991	49s	34.67%	1.46
4 /school-climate	2,304	2,038	16s	46.98%	1.09
5 /emergency-planning	1,591	724	47s	35.27%	1.71
6 /threat-assessment-and-reporting	1,364	727	38s	31.21%	1.58
7 /grants-finder-tool?upcoming=true	1,201	420	1m 03s	29.4%	1.71
8 /foundational-elements-school-safety	1,149	569	1m 09s	34.21%	1.52
9 /mental-health	955	488	46s	32.01%	1.58
10 /child-exploitation	799	444	40s	44.05%	1.42
11 /about	693	175	49s	44.68%	2.46
12 /safety-readiness-tool	646	103	2m 32s	36.53%	3.87
13 /resource/physical-security-measures-overview	500	410	14s	37.96%	1.22
14 /cybersecurity	455	192	46s	41.06%	1.73
15 /targeted-violence	408	145	54s	38.94%	1.81
16 /events	386	78	56s	25.37%	2.88
17 /grant/school-violence-prevention-program-svpp	327	104	45s	36.99%	2.24
18 /resource/behavioral-threat-assessment-and-management-btam	305	209	15s	32.41%	1.21
19 /infectious-diseases-and-public-health	278	135	39s	40.85%	1.7
20 /find-school-safety-resources	270	67	55s	37.72%	2.37
21 /resource/active-shooter-preparedness	256	146	29s	32.35%	1.51
22 /school-safety-communications-center	172	43	31s	40.74%	2.12
23 /tools-to-get-started	168	31	1m 04s	20%	3.05
24 /resource/stronger-connections-grant-program-frequently-asked-questions	162	96	15s	35%	1.35
25 /back-to-school-campaign	130	52	46s	45.33%	1.73
26 /resource/bomb-threat-checklist	130	106	7s	41.03%	1.11
27 /grants-finder-tool?page=1	128	0	1m 55s	38.46%	3.28
28 /grant/improving-adolescent-health-and-well-being-through-school-based-surveillance-and-what-works	126	111	4s	86.44%	1.07
29 /resource/srosso-incentive-grant-program	121	42	42s	16.33%	2.47
30 /state-search-tool	113	23	1m 11s	35.14%	3.05
31 /grant/homeland-security-grant-program	107	32	1m 28s	17.07%	2.61
32 /resource/bomb-threat-guidance	106	76	10s	35.16%	1.16
33 /grant/project-aware-advancing-wellness-and-resiliency-education	98	49	37s	42%	1.96
34 /resource/if-you-see-something-say-something-campaign	94	73	15s	42.86%	1.22
35 /state-search-tool/pennsylvania	91	51	26s	24.59%	1.49
36 /state-search-tool/indiana	81	58	29s	21.92%	1.11
37 /resource/national-registry-evidence-based-programs-and-practices-nrepp	72	64	17s	37.88%	1.09
38 /bullying-and-cyberbullying?page=1	66	19	13s	56.82%	1.5
39 /state-search-tool/florida	66	53	22s	36.07%	1.08
40 /state-search-tool/alabama	62	11	1m 15s	17.65%	3.65
41 /resource/crime-prevention-through-environmental-design-cpted-school-assessment	61	44	25s	35.85%	1.15
42 /resource/k-12-school-shooting-database	60	41	17s	47.83%	1.3
43 /grant/stop-school-violence-program	59	33	19s	45.45%	1.34
44 /state-search-tool/north-carolina	58	35	29s	30.23%	1.35
45 /emergency-planning?authuser=0	57	35	40s	30.56%	1.58
46 /mental-health?page=2	57	0	5m 32s	0%	28.5
47 /?utm_name=	56	26	1m 19s	30.56%	1.56
48 /department-homeland-security-exercise-starter-kits	55	19	57s	26.32%	1.45
49 /grants-finder-tool?quiz_page=1	54	0	3m 00s	0%	9
50 /state-search-tool/michigan	54	35	33s	31.11%	1.2

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Event name	↓ Event count	Total users	Average engagement time per session
Totals	224,051	22,686	49s
1 page_view	57,617	22,580	0s
2 user_engagement	44,501	16,407	36s
3 session_start	30,372	22,628	0s
4 first_visit	21,060	21,072	0s
5 scroll	16,023	8,282	30s
6 Click	14,088	5,727	41s
7 form_start	10,517	2,219	59s
8 Quiz Page	9,089	1,320	0s
9 click	9,010	4,753	0s
10 file_download	2,314	1,352	0s

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Channels		↓ Views
First user default channel group		
Totals		57,617
1	Organic Search	29,276
2	Direct	21,300
3	Referral	5,986
4	Organic Social	762
5	Email	283
6	Organic Video	8
7	Organic Shopping	1
8	Unassigned	1