

SchoolSafety.gov Web Performance Metrics

Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Sessions

Total Visits

102,826

% of Total: 100.00% (102,826)



Avg. Visit Duration

00:01:41

Avg for View: 00:01:41 (0.00%)



Pageviews

125,732

% of Total: 100.00% (125,732)



Unique Visitors

48,576

% of Total: 100.00% (48,576)



Avg. Pages / Visit

2.13

Avg for View: 2.13 (0.00%)



Avg. Time on Page

00:01:27

Avg for View: 00:01:27 (0.00%)



Bounce Rate

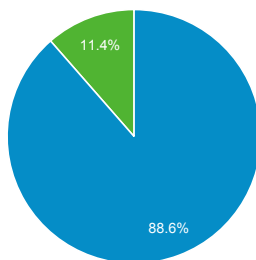
52.61%

Avg for View: 52.61% (0.00%)



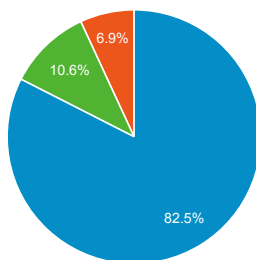
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Homepage SchoolSafety.gov	69,492	53.18%
Get a School Safety Action Plan SchoolSafety.gov	7,489	55.85%
Find School Safety Resources SchoolSafety.gov	7,204	48.98%
Threat Assessment and Reporting SchoolSafety.gov	4,540	61.70%
Bullying and Cyberbullying SchoolSafety.gov	4,221	56.43%

Sessions by Social Network

Social Network	Sessions
Facebook	3,034
Twitter	2,585
LinkedIn	531
Google+	56
Yammer	32
Blogger	11
reddit	11
Pocket	2
Instagram	1

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	34,659	53.77%
newsletter / email	4,922	53.01%
t.co / referral	2,562	62.33%
m.facebook.com / referral	2,542	66.33%
lnks.gd / referral	2,377	49.05%
govdelivery / email	1,414	53.39%
us-cert.gov / referral	1,251	26.78%
afjfyggfe / email	1,212	27.89%
hp_slideshow / web	861	65.16%
google / organic	759	41.24%