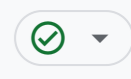


Date
Aug 1, 2024 - Aug 31, 2024

Top Pages U C



Landing page + query string	↓Views	New users	Average engagement time per session	Bounce rate	Views per session
Totals	73,051	33,496	39s	48.84%	1.76
1 /	29,776	12,656	47s	51.55%	2.01
2 /back-to-school-campaign	10,794	7,715	20s	52.86%	1.29
3 /grants-finder-tool	9,109	1,777	1m 48s	26.33%	4.19
4 /bullying-and-cyberbullying	4,535	2,894	41s	42.89%	1.42
5 /safety-readiness-tool	3,121	952	46s	45.65%	2.69
6 /emergency-planning	1,444	828	33s	37.42%	1.48
7 /find-school-safety-resources	1,102	599	24s	50.15%	1.65
8 /foundational-elements-school-safety	986	518	52s	39.22%	1.49
9 /threat-assessment-and-reporting	791	342	37s	35.48%	1.75
10 /child-exploitation	695	463	28s	54.3%	1.17
11 /cybersecurity	526	237	39s	48.01%	1.61
12 /about	490	56	1m 03s	50.34%	3.38
13 /school-climate	458	223	40s	39.94%	1.46
14 /mental-health	447	279	42s	37.79%	1.3
15 /resource/behavioral-threat-assessment-and-management-btam	396	276	16s	35.54%	1.19
16 /resource/stronger-connections-grant-program-frequently-asked-questions	349	212	17s	43.88%	1.19
17 /targeted-violence	265	100	37s	46.98%	1.78
18 /resource/active-shooter-preparedness	262	130	22s	26.35%	1.77
19 /grant/homeland-security-grant-program	216	49	1m 31s	37.88%	3.27
20 /grants-finder-tool?upcoming=true	209	41	42s	56.56%	1.71
21 /events	204	99	56s	30.46%	1.35
22 /school-safety-communications-center	198	36	58s	45.31%	3.09
23 /tools-to-get-started	172	53	43s	44.71%	2.02
24 /infectious-diseases-and-public-health	151	76	47s	30.68%	1.72
25 /state-search-tool	134	43	47s	38.71%	2.16
26 /safety-readiness-tool?page=2	132	14	1m 53s	67.35%	2.69
27 /resource/bomb-threat-checklist	120	88	8s	35.71%	1.22
28 /resource/srosso-incentive-grant-program	114	52	24s	21.88%	1.78
29 /state-search-tool/florida	110	63	50s	32%	1.47
30 /resource/physical-security-measures-overview	104	80	13s	48.15%	1.28
31 /state-search-tool/indiana	97	69	19s	25%	1.15
32 /department-homeland-security-exercise-starter-kits	92	48	33s	38.96%	1.19
33 /virtual-training-k-12-student-mental-health-resources-and-support	80	33	29s	56.25%	1.67
34 /resource/if-you-see-something-say-something-campaign	76	49	12s	37.5%	1.36
35 /resource/national-registry-evidence-based-programs-and-practices-nrepp	71	43	16s	33.33%	1.58
36 /resource/bomb-threat-guidance	68	46	6s	36.36%	1.24
37 /grant/school-violence-prevention-program-svpp	63	28	41s	44.12%	1.85
38 /resource/crime-prevention-through-environmental-design-cpted-school-assessment	63	40	7s	40%	1.15
39 /grant/improving-adolescent-health-and-well-being-through-school-based-surveillance-and-what-works	62	38	14s	45.65%	1.35
40 /resource/active-attack-integrated-response-course-air	60	35	16s	52.38%	1.43
41 /state-search-tool/pennsylvania	60	46	26s	28%	1.2
42 /Federal	50	33	11s	25%	1.56
43 /state-search-tool/ohio	49	27	45s	36.36%	1.48
44 /state-search-tool/utah	49	36	56s	31.71%	1.2
45 /grant/school-based-mental-health-sbmh-services-grant-program	48	18	40s	38.1%	2.29
46 /state-search-tool/new-york	48	29	42s	36.36%	1.45
47 /resource/femas-sample-school-emergency-operations-plan-training-purposes	46	27	5s	48.78%	1.12
48 /emergency-planning?page=1	44	5	56s	40%	2.2
49 /state-search-tool/virginia	44	26	44s	34.38%	1.38
50 /state-search-tool/california	43	11	1m 53s	12.5%	2.69

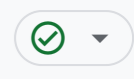
Date
Aug 1, 2024 - Aug 31, 2024

T User Engage... C ✔

Event name	↓ Event count	Total users	Average engagement time per session
Totals	265,470	35,473	39s
1 page_view	73,051	35,331	0s
2 user_engagement	49,533	20,689	35s
3 session_start	42,456	35,403	0s
4 first_visit	33,496	34,011	0s
5 scroll	19,640	9,863	20s
6 accordion_click	14,227	3,323	42s
7 form_start	9,747	2,050	1m 10s
8 click	7,937	4,559	22s
9 file_download	4,967	2,995	21s
10 form_submit	3,474	868	11s

Date
Aug 1, 2024 - Aug 31, 2024

T U Channels



First user default channel group	↓ Views
Totals	73,051
1 Direct	26,767
2 Organic Search	25,272
3 Referral	16,913
4 Email	3,475
5 Organic Social	623
6 Unassigned	1