



## Top Landing Pages

	Landing page + query string	Views ▾	New users	Bounce rate	Views per session
1.	/	22,419	7,487	40.85%	2.34
2.	/grants-finder-tool	16,146	3,148	26.44%	4.26
3.	/bullying-and-cyberbullying	8,683	5,245	33.73%	1.5
4.	/back-to-school-campaign	2,662	2,105	84.14%	1.15
5.	/threat-assessment-and-reporting	2,520	1,620	34.5%	1.35
6.	/emergency-planning	1,983	1,021	35.06%	1.61
7.	/resource/active-shooter-preparedness	1,756	1,586	87.24%	1.08
8.	/foundational-elements-school-safety	1,535	864	34.5%	1.45
9.	/mental-health	1,295	703	30.21%	1.64
10.	/targeted-violence	1,106	842	68.5%	1.17
11.	/mental-health?subtopic%5B128%5D=128&page=0	1,103	1,089	81.77%	1.01
12.	/safety-readiness-tool	1,099	212	49.37%	3.46
13.	/child-exploitation	739	479	46.23%	1.29
14.	/school-climate	577	290	39.51%	1.57
15.	/cybersecurity	560	271	39.78%	1.57
16.	/resource/behavioral-threat-assessment-and-management-btam	555	396	38.75%	1.16
17.	/about	500	89	40.24%	2.96
18.	/find-school-safety-resources	498	178	35.06%	2.16
19.	/resource/physical-security-measures-overview	487	356	36.8%	1.37
20.	/resource/stronger-connections-grant-program-frequently-asked-questions	377	192	40.74%	1.4
21.	/state-search-tool/utah	294	114	23.53%	1.92
22.	/events	273	106	36.26%	1.5
23.	/state-search-tool	225	35	21.05%	3.95
24.	/resource/protecting-americas-schools-us-secret-service-analysis-targeted-school-violence	216	174	66.32%	1.12
25.	/resource/bomb-threat-checklist	203	155	46.63%	1.25
26.	/infectious-diseases-and-public-health	190	109	50.39%	1.47
27.	/grant/homeland-security-grant-program	175	58	25.37%	2.61
28.	/tools-to-get-started	173	74	45.83%	1.8
29.	/resource/bomb-threat-guidance	170	137	53.06%	1.16
30.	/safety-readiness-tool?page=8	164	15	11.11%	9.11
31.	/resource/srosso-incentive-grant-program	159	58	23.53%	2.34
32.	/state-search-tool/indiana	144	98	28.57%	1.14
33.	/resource/crisis-navigation-trauma-informed-resilience-oriented-schools	135	1	0%	67.5
34.	/grant/school-violence-prevention-program-svpp	125	61	41.33%	1.67
35.	/resource/k-12-school-shooting-database	122	89	42.42%	1.23
36.	/grants-finder-tool?upcoming=true	122	25	66.13%	1.97
37.	/emergency-planning?page=1	120	28	72.97%	3.24
38.	/grant/school-based-mental-health-sbmh-services-grant-program	110	48	50%	1.45
39.	/department-homeland-security-exercise-starter-kits	109	31	30%	1.56
40.	/resource/national-registry-evidence-based-programs-and-practices-nrepp	106	66	47.3%	1.43
41.	/resource/if-you-see-something-say-something-campaign	99	72	51.22%	1.21
42.	/events/past	98	0	0%	19.6
43.	/resource/guiding-principles-creating-safe-inclusive-supportive-and-fair-school-climates	93	68	25.68%	1.26
44.	/school-safety-communications-center	90	39	46.15%	1.38
45.	/resource/crime-prevention-through-environmental-design-cpted-school-assessment	88	59	36.62%	1.24
46.	/grant/project-aware-advancing-wellness-and-resiliency-education	88	58	52.31%	1.35
47.	/safety-readiness-tool?page=2	83	4	54.17%	3.46
48.	/resource/final-report-federal-commission-school-safety	81	32	28.57%	1.93
49.	/state-search-tool/pennsylvania	80	59	25.37%	1.19
50.	/search?q=Operational+Guide+for+Preventing+Targeted+School+Violence	75	0	0%	75
<b>Grand total</b>		<b>76,986</b>	<b>32,648</b>	<b>48.51%</b>	<b>1.79</b>



## Top Events

	Event name	Event count ▼	Total users	Average session duration
1.	page_view	77,037	34,304	00:00:35
2.	user_engagement	55,041	21,497	00:02:07
3.	session_start	42,691	34,285	00:00:00
4.	first_visit	32,669	32,665	00:00:00
5.	scroll	21,391	10,661	00:00:52
6.	form_start	13,781	2,765	00:01:40
7.	click	9,856	5,736	00:01:10
8.	accordion_click	8,712	2,571	00:01:15
9.	file_download	3,832	2,482	00:01:02
10.	form_submit	3,416	1,282	00:00:09

**Grand total** 273,609 34,383 00:02:29



## Top Channels

	First user default channel group	Views ▾
1.	Organic Search	40,546
2.	Direct	25,600
3.	Referral	8,369
4.	Email	1,958
5.	Organic Social	560
6.	Unassigned	4
	<b>Grand total</b>	<b>77,037</b>