

FLETA.GOV Web Performance Metrics

Jan 1, 2015 - Jan 31, 2015

All Sessions
100.00%

Total Visits

2,724
% of Total: 100.00% (2,724)



Avg. Visit Duration

00:01:56
Avg for View: 00:01:56 (0.00%)



Pageviews

9,521
% of Total: 100.00% (9,521)



Unique Visitors

2,429
% of Total: 100.00% (2,429)



Avg. Pages / Visit

3.50
Avg for View: 3.50 (0.00%)



Avg. Time on Page

00:00:46
Avg for View: 00:00:46 (0.00%)



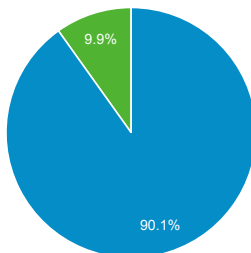
Bounce Rate

53.45%
Avg for View: 53.45% (0.00%)



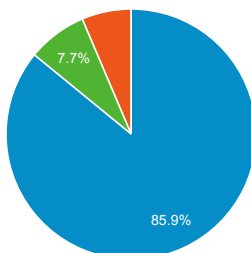
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FLETA	1,000	39.39%
Training FLETA	818	38.89%
Accredited Programs FLETA	798	44.67%
Accreditation FLETA	432	42.11%
Accredited Academies FLETA	328	38.24%

Visits by Social Network

Social Network	Sessions
StumbleUpon	9
Facebook	5
LinkedIn	5
Twitter	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,860	55.11%
(direct) / (none)	329	59.57%
bing / organic	102	39.22%
fletc.gov / referral	86	50.00%
yahoo / organic	81	43.21%
vaww.little-rock.med.va.gov / referral	39	35.90%
dhs.gov / referral	31	41.94%
search.usa.gov / referral	23	26.09%
en.m.wikipedia.org / referral	22	27.27%
en.wikipedia.org / referral	21	33.33%

