

FLETA.GOV Web Performance Metrics

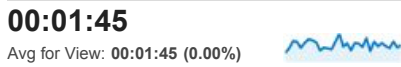
Oct 1, 2015 - Oct 31, 2015



Total Visits



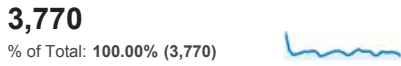
Avg. Visit Duration



Pageviews



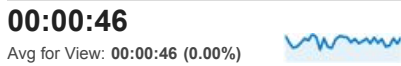
Unique Visitors



Avg. Pages / Visit



Avg. Time on Page

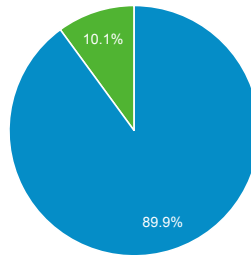


Bounce Rate



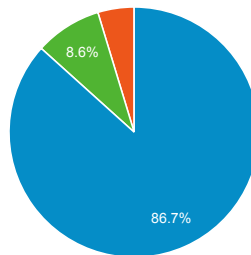
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|--|-----------|-------------|
| Training FLETA | 1,231 | 41.51% |
| FLETA | 1,073 | 46.55% |
| Accredited Programs FLETA | 930 | 46.95% |
| Federal Background Investigator Training Program FLETA | 833 | 38.00% |
| Edward Lowery FLETA | 544 | 85.26% |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 3 |
| StumbleUpon | 1 |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|-----------------------------------|----------|-------------|
| google / organic | 2,744 | 57.25% |
| (direct) / (none) | 527 | 51.23% |
| bing / organic | 395 | 52.15% |
| yahoo / organic | 170 | 49.41% |
| fletc.gov / referral | 79 | 60.76% |
| search.usa.gov / referral | 63 | 25.40% |
| washingtonpost.com / referral | 19 | 89.47% |
| duckduckgo.com / referral | 18 | 55.56% |
| coastguard.dodlive.mil / referral | 17 | 47.06% |
| en.wikipedia.org / referral | 15 | 66.67% |

