

FLETA.GOV Web Performance Metrics

Jan 1, 2017 - Jan 31, 2017

All Users
100.00% Sessions

Total Visits

5,554
% of Total: 100.00% (5,554)



Avg. Visit Duration

00:01:52
Avg for View: 00:01:52 (0.00%)



Pageviews

20,353
% of Total: 100.00% (20,353)



Unique Visitors

4,953
% of Total: 100.00% (4,953)



Avg. Pages / Visit

3.66
Avg for View: 3.66 (0.00%)



Avg. Time on Page

00:00:42
Avg for View: 00:00:42 (0.00%)



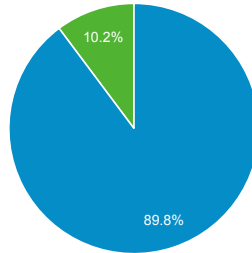
Bounce Rate

51.87%
Avg for View: 51.87% (0.00%)



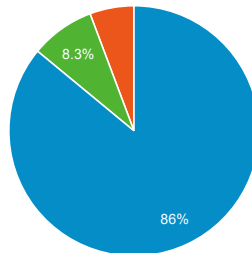
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FLETA	3,780	34.27%
Training FLETA	1,614	58.82%
Accredited Programs FLETA	1,007	47.21%
Federal Background Investigator Training Program FLETA	901	38.46%
Accredited Academies FLETA	612	40.48%

Visits by Social Network

Social Network	Sessions
Facebook	24
LinkedIn	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,736	54.20%
(direct) / (none)	827	40.51%
bing / organic	481	52.60%
yahoo / organic	206	51.46%
fletc.gov / referral	121	63.64%
search.usa.gov / referral	47	27.66%
m.facebook.com / referral	22	77.27%
duckduckgo.com / referral	15	66.67%
aol / organic	11	72.73%
wood.army.mil / referral	11	54.55%