

FLETA.GOV Web Performance Metrics

Jul 1, 2014 - Jul 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

1,649
% of Total: 100.00% (1,649)



Avg. Visit Duration

00:02:11
Site Avg: 00:02:11 (0.00%)



Pageviews

5,855
% of Total: 100.00% (5,855)



Unique Visitors

1,450
% of Total: 100.00% (1,450)



Avg. Pages / Visit

3.55
Site Avg: 3.55 (0.00%)



Avg. Time on Page

00:00:51
Site Avg: 00:00:51 (0.00%)



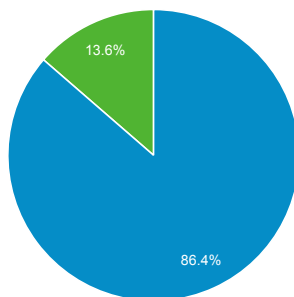
Bounce Rate

54.64%
Site Avg: 54.64% (0.00%)



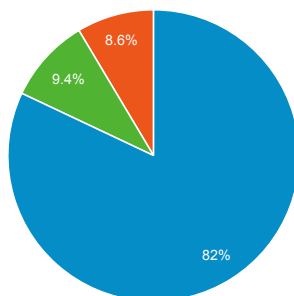
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FLETA	935	40.24%
Training FLETA	428	40.00%
Accredited Programs FLETA	387	37.25%
Accreditation FLETA	358	73.68%
Accredited Academies FLETA	244	25.93%

Visits by Social Network

Social Network	Sessions
StumbleUpon	4
LinkedIn	2

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	969	57.38%
(direct) / (none)	278	45.32%
bing / organic	101	42.57%
fletc.gov / referral	59	52.54%
yahoo / organic	58	55.17%
vaww.little-rock.med.va.gov / referral	33	63.64%
semalt.semalt.com / referral	26	100.00%
dhs.gov / referral	19	57.89%
wood.army.mil / referral	15	40.00%
en.wikipedia.org / referral	14	28.57%

