

FLETA.GOV Web Performance Metrics

Aug 1, 2014 - Aug 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

1,451
% of Total: 100.00% (1,451)



Avg. Visit Duration

00:01:48
Site Avg: 00:01:48 (0.00%)



Pageviews

4,969
% of Total: 100.00% (4,969)



Unique Visitors

1,310
% of Total: 100.00% (1,310)



Avg. Pages / Visit

3.42
Site Avg: 3.42 (0.00%)



Avg. Time on Page

00:00:45
Site Avg: 00:00:45 (0.00%)



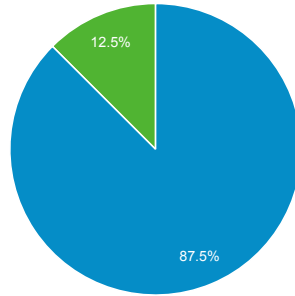
Bounce Rate

55.13%
Site Avg: 55.13% (0.00%)



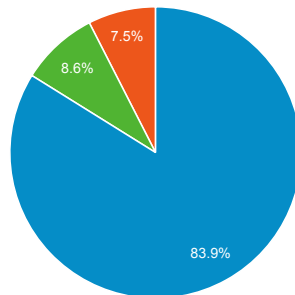
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FLETA	761	39.64%
Training FLETA	392	31.58%
Accreditation FLETA	317	34.48%
Accredited Programs FLETA	302	40.26%
Accredited Academies FLETA	229	41.67%

Visits by Social Network

Social Network	Sessions
StumbleUpon	6
Facebook	2
Twitter	1

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	873	60.02%
(direct) / (none)	272	45.59%
bing / organic	63	49.21%
fletc.gov / referral	52	46.15%
yahoo / organic	39	61.54%
vaww.little-rock.med.va.gov / referral	21	42.86%
wood.army.mil / referral	15	40.00%
dhs.gov / referral	14	21.43%
en.wikipedia.org / referral	13	38.46%
forums.officer.com / referral	10	50.00%

