

# FLETA.GOV Web Performance Metrics

Sep 1, 2014 - Sep 30, 2014

All Sessions  
100.00%

+ Add Segment

## Total Visits

**1,504**  
% of Total: 100.00% (1,504)



## Avg. Visit Duration

**00:02:03**  
Site Avg: 00:02:03 (0.00%)



## Pageviews

**5,504**  
% of Total: 100.00% (5,504)



## Unique Visitors

**1,349**  
% of Total: 100.00% (1,349)



## Avg. Pages / Visit

**3.66**  
Site Avg: 3.66 (0.00%)



## Avg. Time on Page

**00:00:46**  
Site Avg: 00:00:46 (0.00%)



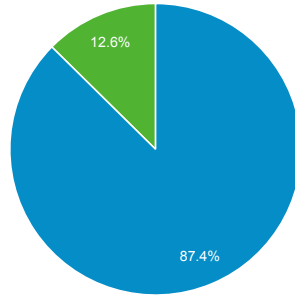
## Bounce Rate

**50.73%**  
Site Avg: 50.73% (0.00%)



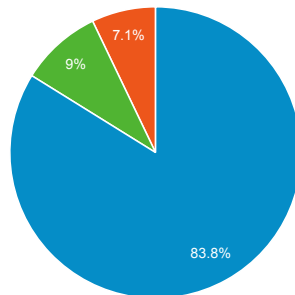
## New vs. Returned Visitors

New Visitor Returning Visitor



## Avg. Visits per Visitor

1 2 Other



## Total Pageviews

| Page Title                   | Pageviews | Bounce Rate |
|------------------------------|-----------|-------------|
| FLETA                        | 713       | 36.96%      |
| Training   FLET A            | 469       | 40.91%      |
| Accredited Programs   FLETA  | 368       | 40.54%      |
| Accreditation   FLETA        | 314       | 20.59%      |
| Accredited Academies   FLETA | 231       | 17.24%      |

## Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook       | 2        |
| StumbleUpon    | 2        |
| Google+        | 1        |
| LinkedIn       | 1        |

## Visits and Bounce Rate by Source / Medium

| Source / Medium                        | Sessions | Bounce Rate |
|--|----------|-------------|
| google / organic                       | 941      | 53.03%      |
| (direct) / (none)                      | 266      | 43.23%      |
| bing / organic                         | 73       | 58.90%      |
| yahoo / organic                        | 56       | 46.43%      |
| fletc.gov / referral                   | 35       | 54.29%      |
| vaww.little-rock.med.va.gov / referral | 25       | 40.00%      |
| en.wikipedia.org / referral            | 16       | 31.25%      |
| dhs.gov / referral                     | 12       | 41.67%      |
| wood.army.mil / referral               | 12       | 66.67%      |
| cgportal2.uscg.mil / referral          | 6        | 83.33%      |

