

FLETA.GOV Web Performance Metrics

Nov 1, 2014 - Nov 30, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

2,266
% of Total: 100.00% (2,266)



Avg. Visit Duration

00:01:51
Site Avg: 00:01:51 (0.00%)



Pageviews

7,369
% of Total: 100.00% (7,369)



Unique Visitors

1,994
% of Total: 100.00% (1,994)



Avg. Pages / Visit

3.25
Site Avg: 3.25 (0.00%)



Avg. Time on Page

00:00:49
Site Avg: 00:00:49 (0.00%)



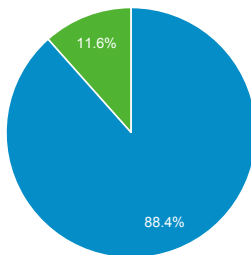
Bounce Rate

53.80%
Site Avg: 53.80% (0.00%)



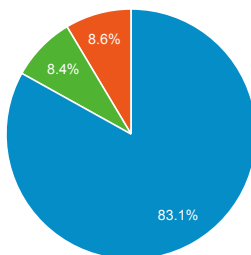
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
FLETA	1,125	39.97%
Training FLETA	593	60.00%
Accredited Programs FLETA	495	48.35%
Accreditation FLETA	351	33.33%
Accredited Academies FLETA	283	53.57%

Visits by Social Network

Social Network	Sessions
Facebook	150
LinkedIn	17
StumbleUpon	6
Twitter	5

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,445	56.12%
(direct) / (none)	317	48.58%
m.facebook.com / referral	103	49.51%
bing / organic	96	46.88%
yahoo / organic	68	51.47%
facebook.com / referral	25	44.00%
vaww.little-rock.med.va.gov / referral	24	41.67%
dhs.gov / referral	21	28.57%
l.facebook.com / referral	17	52.94%
linkedin.com / referral	17	82.35%

