


## FLETC.gov Web Performance Metrics

May 1, 2021 - May 31, 2021

**All Users**  
100.00% Sessions


### Total Visits

**71,303**  
% of Total: 100.00% (71,303)




### Avg. Visit Duration

**00:02:08**  
Avg for View: 00:02:08 (0.00%)




### Pageviews

**194,000**  
% of Total: 100.00% (194,000)




### Unique Visitors

**55,734**  
% of Total: 100.00% (55,734)




### Avg. Pages / Visit

**2.72**  
Avg for View: 2.72 (0.00%)




### Avg. Time on Page

**00:01:14**  
Avg for View: 00:01:14 (0.00%)



### Bounce Rate

**52.78%**  
Avg for View: 52.78% (0.00%)



### Top Pages

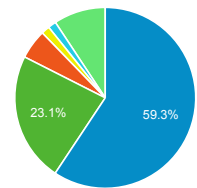
Page Title	Pageviews	Bounce Rate
Frontpage   Federal Law Enforcement Training Centers	24,869	37.94%
Search the Training Catalog   Federal Law Enforcement Training Centers	23,527	35.80%
Glynco, Georgia   Federal Law Enforcement Training Centers	9,552	44.82%
Execution of a Search Warrant (I) (MP3)   Federal Law Enforcement Training Centers	5,504	90.54%
PEB Scores for Age and Gender   Federal Law Enforcement Training Centers	5,172	7.27%
Search   Federal Law Enforcement Training Centers	5,060	59.18%
Artesia, New Mexico   Federal Law Enforcement Training Centers	3,857	41.09%
Basic Programs   Federal Law Enforcement Training Centers	3,692	30.04%
State, Local & Tribal Law Enforcement Training   Federal Law Enforcement Training Centers	3,116	41.45%
Locations   Federal Law Enforcement Training Centers	2,594	51.46%

### Visits by Social Network

Social Network	Sessions
Facebook	1,382
LinkedIn	110
Twitter	59
reddit	15
Quora	13
YouTube	11
Instagram	9
Snapchat	5
Yelp	3
VKontakte	2

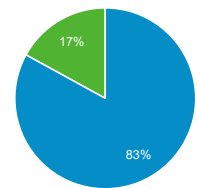
### Visits by Source

google (direct) bing  
m.facebook.com dhs.gov  
Other



### New vs. Returned Visitors

New Visitor Returning Visitor






## FLETC.gov Search Performance Metrics

May 1, 2021 - May 31, 2021

**All Users**  
100.00% Sessions

### Visits to FLETC.gov

**71,303**  
% of Total: 100.00% (71,303)



### Total Internal Searches

**6**  
% of Total: 100.00% (6)



### Total External Searches (Google)

**47,410**  
% of Total: 66.49% (71,303)

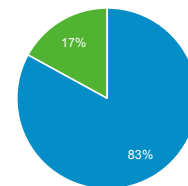


### Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
cache:-sg0cyhg2t4J:https://www.fleetc.gov/site-page/gaborone-botswana	2	1
cache:59dGZKqPIMUJ:https://www.fleetc.gov/guide-foia-privacy-act	1	1
cache:FvOWj2kl_0J:https://www.fleetc.gov/freedom-information-library	1	1
cache:SKyNxF-6VMJ:https://www.fleetc.gov/site-page/specific-program-info-0	1	1
https://www.fleetc.gov/training-program/customs-and-border-protection-air-and-marine-basic-training-program	1	1

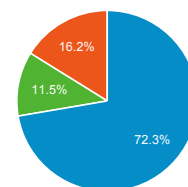
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Top External Searches (Google - as reported)

Page Title	Sessions
Frontpage   Federal Law Enforcement Training Centers	7,928
Execution of a Search Warrant (I) (MP 3)   Federal Law Enforcement Training Centers	4,826
Glynco, Georgia   Federal Law Enforcement Training Centers	1,949
Search the Training Catalog   Federal Law Enforcement Training Centers	1,738
FedBizOpps   Federal Law Enforcement Training Centers	1,113
PEB Scores for Age and Gender   Federal Law Enforcement Training Centers	1,039
Physical Efficiency Battery (PEB)   Federal Law Enforcement Training Centers	855
Artesia, New Mexico   Federal Law Enforcement Training Centers	826
Criminal Investigator Training Program   Federal Law Enforcement Training Centers	821
Locations   Federal Law Enforcement Training Centers	686

