FLETC.gov Web Performance Metrics

Jul 1, 2021 - Jul 31, 2021

○ All Users
100.00% Sessions

Total Visits

76,064
% of Total: **100.00% (76,064)**

Avg. Visit Duration

00:02:11
Avg for View: **00:02:11 (0.00%)**

Pageviews

203,337
% of Total: **100.00% (203,337)**

Unique Visitors

58,866
% of Total: **100.00% (58,866)**

Avg. Pages / Visit

2.67
Avg for View: **2.67 (0.00%)**

Avg. Time on Page

00:01:18
Avg for View: **00:01:18 (0.00%)**

Bounce Rate

53.32%
Avg for View: **53.32% (0.00%)**

Top Pages

Page Title	Pageviews	Bounce Rate
Frontpage	Federal Law Enforcement Training Centers	26,766	38.65%
Search the Training Catalog	Federal Law Enforcement Training Centers	23,529	32.24%
Glynco, Georgia	Federal Law Enforcement Training Centers	10,968	44.72%
Execution of a Search Warrant (I) (MP3)	Federal Law Enforcement Training Centers	6,356	90.98%
Search	Federal Law Enforcement Training Centers	5,512	65.43%
PEB Scores for Age and Gender	Federal Law Enforcement Training Centers	4,804	8.14%
Artesia, New Mexico	Federal Law Enforcement Training Centers	4,159	39.65%
Basic Programs	Federal Law Enforcement Training Centers	3,926	31.13%
State, Local & Tribal Law Enforcement Training	Federal Law Enforcement Training Centers	3,223	35.22%
Glynco Campus Life	Federal Law Enforcement Training Centers	3,050	39.74%
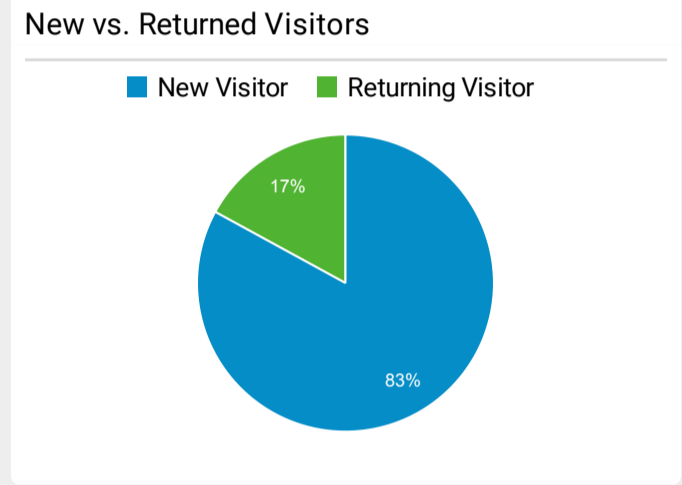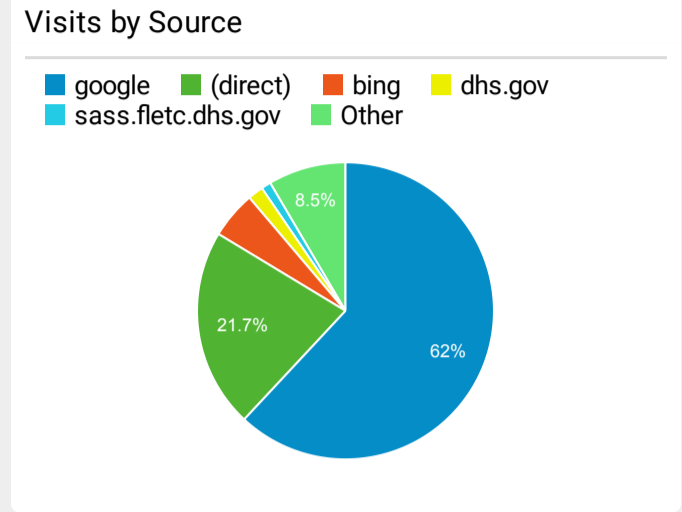
Visits by Social Network

Social Network	Sessions
Facebook	633
Quora	309
LinkedIn	47
reddit	18
Twitter	18
Instagram	14
YouTube	7
Snapchat	4
Yelp	2
Instagram Stories	1

Visits by Source

- google
- (direct)
- bing
- dhs.gov
- sass.fletc.dhs.gov
- Other

62%, 21.7%, 8.5%

New vs. Returned Visitors

- New Visitor
- Returning Visitor

83%, 17%

FLETC.gov Search Performance Metrics

Jul 1, 2021 - Jul 31, 2021

All Users
100.00% Sessions

Visits to FLETC.gov

76,064

% of Total: **100.00% (76,064)**

Total Internal Searches

2

% of Total: **100.00% (2)**

Total External Searches (Google)

52,264

% of Total: **68.71% (76,064)**

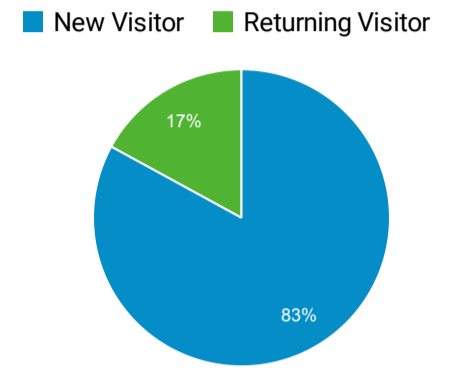## Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
cache:1IJDOFER7S4J:https://www.fletc.gov/audio/execution-search-warrant-i-mp3	1	1
cache:Pq4cJO8CUQkJ:https://www.fletc.gov/external/sub-machinegun-instructor-training-program-smgitp	1	1

Top External Searches (Google - as reported)

Page Title	Sessions
Frontpage	Federal Law Enforcement Training Centers	8,325
Execution of a Search Warrant (I) (MP3)	Federal Law Enforcement Training Centers	5,635
Glynco, Georgia	Federal Law Enforcement Training Centers	2,433
Search the Training Catalog	Federal Law Enforcement Training Centers	1,691
FedBizOpps	Federal Law Enforcement Training Centers	1,245
PEB Scores for Age and Gender	Federal Law Enforcement Training Centers	1,006
Criminal Investigator Training Program	Federal Law Enforcement Training Centers	962
Physical Efficiency Battery (PEB)	Federal Law Enforcement Training Centers	937
Artesia, New Mexico	Federal Law Enforcement Training Centers	842
P.O.S.T. Certification	Federal Law Enforcement Training Centers	790

New vs. Returned Visitors

- New Visitor
- Returning Visitor

17%
83%

Avg. Visits per Visitor

- 1
- 2
- Other

15.6%
11.9%
72.5%