**FLETC.gov Web Performance Metrics**                                             Sep 1, 2022 - Sep 30, 2022

⬤ All Users
100.00% Sessions

### Total Visits
**88,178**
% of Total: **100.00% (88,178)**

### Avg. Visit Duration
**00:01:58**
Avg for View: **00:01:58 (0.00%)**

### Pageviews
**218,474**
% of Total: **100.00% (218,474)**

### Unique Visitors
**69,100**
% of Total: **100.00% (69,100)**

### Avg. Pages / Visit
**2.48**
Avg for View: **2.48 (0.00%)**

### Avg. Time on Page
**00:01:19**
Avg for View: **00:01:19 (0.00%)**

### Bounce Rate
**55.40%**
Avg for View: **55.40% (0.00%)**

### Top Pages

| Page Title | Pageviews | Bounce Rate |
|---|---|---|
| Frontpage | Federal Law Enforcement Training Centers | 26,053 | 37.41% |
| Search the Training Catalog | Federal Law Enforcement Training Centers | 25,565 | 32.38% |
| Glynco, Georgia | Federal Law Enforcement Training Centers | 12,371 | 45.00% |
| Site Search | Federal Law Enforcement Training Centers | 4,226 | 55.25% |
| PEB Scores for Age and Gender | Federal Law Enforcement Training Centers | 4,152 | 10.93% |
| Locations | Federal Law Enforcement Training Centers | 4,148 | 43.84% |
| Basic Programs | Federal Law Enforcement Training Centers | 4,086 | 35.87% |
| Artesia, New Mexico | Federal Law Enforcement Training Centers | 3,612 | 42.89% |
| Execution of a Search Warrant (I) (MP3) | Federal Law Enforcement Training Centers | 3,413 | 90.78% |
| Glynco Campus Life | Federal Law Enforcement Training Centers | 3,153 | 44.95% |
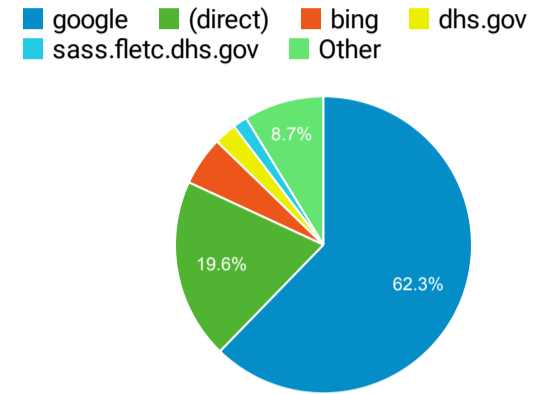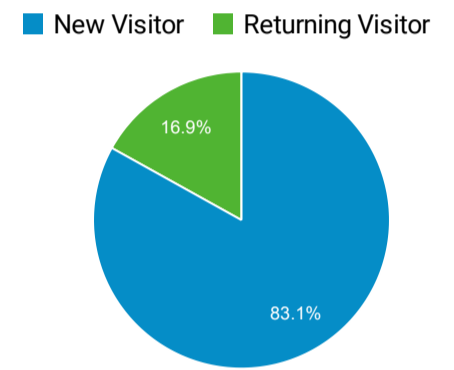
### Visits by Social Network

| Social Network | Sessions |
|---|---|
| Facebook | 689 |
| LinkedIn | 113 |
| Twitter | 103 |
| Instagram | 76 |
| reddit | 60 |
| Quora | 9 |
| YouTube | 7 |
| Instagram Stories | 5 |
| HootSuite | 3 |
| Snapchat | 2 |

### Visits by Source

Legend: google, (direct), bing, dhs.gov, sass.fletc.dhs.gov, Other



- 62.3%
- 19.6%
- 8.7%

### New vs. Returned Visitors

Legend: New Visitor, Returning Visitor



- 83.1%
- 16.9%

# FLETC.gov Search Performance Metrics

Sep 1, 2022 - Sep 30, 2022

**All Users**
100.00% Sessions

## Visits to FLETC.gov

**88,178**
% of Total: **100.00% (88,178)**

## Total Internal Searches

**3**
% of Total: **100.00% (3)**
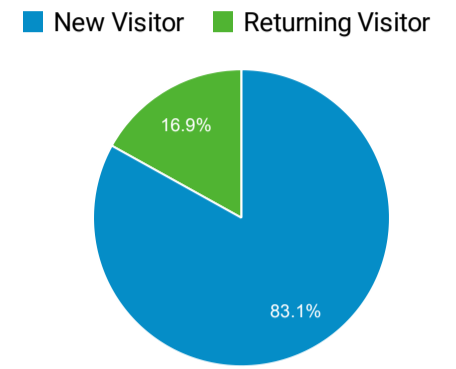
## Total External Searches (Google)

**61,124**
% of Total: **69.32% (88,178)**

## Top Internal Searches by Search Term

| Search Term | Total Unique Searches | Organic Searches |
|---|---|---|
| cache:7wQZp3iMkRUJ:https://www.fletc.gov/ | 1 | 1 |
| cache:pCSFH8OIUJMJ:https://www.fletc.gov/external/fletc-rural-policing-institute | 1 | 1 |
| cache:Rb7dpXAU_7kJ:https://www.fletc.gov/criminal-investigator-training-program | 1 | 1 |

## Top External Searches (Google - as reported)

| Page Title | Sessions |
|---|---|
| Frontpage \| Federal Law Enforcement Training Centers | 8,531 |
| Execution of a Search Warrant (I) (MP3) \| Federal Law Enforcement Training Centers | 2,895 |
| Glynco, Georgia \| Federal Law Enforcement Training Centers | 2,618 |
| Search the Training Catalog \| Federal Law Enforcement Training Centers | 1,938 |
| Criminal Investigator Training Program \| Federal Law Enforcement Training Centers | 1,406 |
| Use of Force - Part II \| Federal Law Enforcement Training Centers | 1,378 |
| PEB Scores for Age and Gender \| Federal Law Enforcement Training Centers | 1,375 |
| P.O.S.T. Certification \| Federal Law Enforcement Training Centers | 1,065 |
| Locations \| Federal Law Enforcement Training Centers | 913 |
| FedBizOpps \| Federal Law Enforcement Training Centers | 823 |

## New vs. Returned Visitors

- New Visitor
- Returning Visitor

16.9%
83.1%

## Avg. Visits per Visitor

- 1
- 2
- Other

13.4%
12.4%
74.2%