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FLETC.gov Web Performance Metrics

Mar 1, 2013 - Mar 31, 2013

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Total Visits

120,816

% of Total: 100.00% (120,816)



Avg. Visit Duration

00:02:32

Site Avg: 00:02:32 (0.00%)



Pageviews

398,068

% of Total: 100.00% (398,068)



Unique Visitors

70,717

% of Total: 100.00% (70,717)



Avg. Pages / Visit

3.29

Site Avg: 3.29 (0.00%)



Avg. Time on Page

00:01:06

Site Avg: 00:01:06 (0.00%)



Bounce Rate

64.94%

Site Avg: 64.94% (0.00%)



New vs. Returned Visitors

**78.76% New Visitor**

62,272 Unique Visitors

21.23% Returning Visitor

16,788 Unique Visitors

Avg. Visits per Visitor

**51.73% 1**

62,272 Unique Visitors

9.39% 2

11,307 Unique Visitors

38.88% Other

46,785 Unique Visitors

Total Pageviews

Page Title	Pageviews	Bounce Rate
Welcome to FLETC — Federal Law Enforcement Training Center	90,793	68.42%
Training — Federal Law Enforcement Training Center	25,571	14.71%
Programs — Federal Law Enforcement Training Center	18,629	24.68%
State and Local Training — Federal Law Enforcement Training Center	15,133	40.46%
Employment — Federal Law Enforcement Training Center	10,826	63.09%

Visits by Social Network

Social Network	Visits
Facebook	295
reddit	231
Yahoo! Answers	36
Wikia	34
Blogger	7
Disqus	7
Twitter	7
WordPress	5
Google+	3
Naver	3

Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
(direct) / (none)	52,799	75.91%
google / organic	41,948	59.13%
bing / organic	5,736	46.98%
dhs.gov / referral	4,705	54.22%
yahoo / organic	3,651	54.64%
ice.gov / referral	704	49.72%
portal.fletcnet.dhs.gov / referral	595	41.34%
fema.gov / referral	515	40.00%
golawenforcement.com / referral	453	82.12%
usmarshals.gov / referral	399	35.09%