

FLETC.GOV Web Performance Metrics

Jan 1, 2014 - Jan 31, 2014



Total Visits

113,657

% of Total: 100.00% (113,657)



Avg. Visit Duration

00:02:29

Site Avg: 00:02:29 (0.00%)



Pageviews

446,294

% of Total: 100.00% (446,294)



Unique Visitors

75,064

% of Total: 100.00% (75,064)



Avg. Pages / Visit

3.93

Site Avg: 3.93 (0.00%)



Avg. Time on Page

00:00:51

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



Bounce Rate

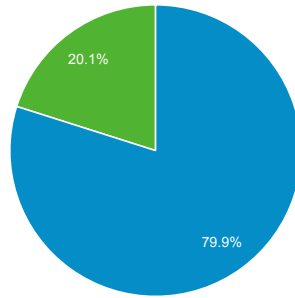
60.19%

Site Avg: 60.19% (0.00%)



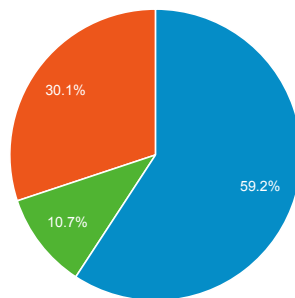
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|--|-----------|-------------|
| Welcome to FLETC — Federal Law Enforcement Training Center | 64,707 | 65.33% |
| Training — Federal Law Enforcement Training Center | 34,218 | 13.97% |
| Programs — Federal Law Enforcement Training Center | 22,935 | 25.75% |
| State and Local Training — Federal Law Enforcement Training Center | 21,438 | 26.98% |
| Tuition-Free Training Programs — Federal Law Enforcement Training Center | 17,812 | 36.39% |

Visits by Social Network

| Social Network | Visits |
|----------------|--------|
| Facebook | 358 |
| Twitter | 218 |
| Yahoo! Answers | 23 |
| Blogger | 18 |
| Wikia | 10 |
| YouTube | 7 |
| Google+ | 4 |
| reddit | 3 |
| WordPress | 3 |
| GovLoop | 2 |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Visits | Bounce Rate |
|---------------------------------|--------|-------------|
| google / organic | 47,598 | 54.05% |
| (direct) / (none) | 41,514 | 72.78% |
| bing / organic | 6,647 | 42.97% |
| dhs.gov / referral | 5,127 | 57.15% |
| yahoo / organic | 2,305 | 50.20% |
| ice.gov / referral | 767 | 53.85% |
| golawenforcement.com / referral | 601 | 73.71% |
| m.ice.gov / referral | 423 | 63.83% |
| uscapitolpolice.gov / referral | 415 | 41.93% |
| usmarshals.gov / referral | 403 | 45.91% |

