Analytics

FLETC.gov Search Performance Metrics

Apr 1, 2021 - Apr 30, 2021

All Users
100.00% Sessions

Visits to DHS.gov

74,273
% of Total: **100.00%** (74,273)

Total Internal Searches

7
% of Total: **100.00%** (7)
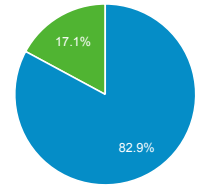
Total External Searches (Google)

49,929
% of Total: **67.22%** (74,273)

Top Internal Searches by Search Term

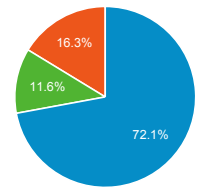| Search Term	Total Unique Searches	Organic Searches
cache:546B2zLL9eUJ:https://www.fletc.gov/uniformed-police-training-program	1	1
cache:7TYz2IHPpT4J:https://www.fletc.gov/site-page/physical-performance-requirements	1	1
cache:AnRADh0ye3AJ:https://www.fletc.gov/training-program/law-enforcement-control-tactics-instructor-training-program	1	1
cache:f5sskenSX6IJ:https://www.fletc.gov/training-program/advanced-interviewing-law-enforcement-investigators-modified	1	0
cache:Mcf5Mdj2lG4J:https://www.fletc.gov/basic-programs	1	1
cache:n3lK5DcJf-0J:https://www.fletc.gov/training-program/officer-safety-and-survival-training-program	1	0
cache:XGG8ALFMmgIJ:https://www.fletc.gov/press-release/air-force-office-special-investigations	1	1

Top External Searches (Google - as reported)

Page Title	Sessions
Frontpage	Federal Law Enforcement Training Centers	7,930
Execution of a Search Warrant (I) (MP3)	Federal Law Enforcement Training Centers	5,299
Search the Training Catalog	Federal Law Enforcement Training Centers	1,988
Glynco, Georgia	Federal Law Enforcement Training Centers	1,855
PEB Scores for Age and Gender	Federal Law Enforcement Training Centers	1,244
FedBizOpps	Federal Law Enforcement Training Centers	1,082
Artesia, New Mexico	Federal Law Enforcement Training Centers	897
P.O.S.T. Certification	Federal Law Enforcement Training Centers	863
Criminal Investigator Training Program	Federal Law Enforcement Training Centers	800
Physical Efficiency Battery (PEB)	Federal Law Enforcement Training Centers	748

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

17.1%
82.9%

Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

16.3%
11.6%
72.1%

FLETC.gov Web Performance Metrics

Apr 1, 2021 - Apr 30, 2021

◯ All Users
100.00% Sessions

Total Visits

74,273
% of Total: 100.00% (74,273)

Avg. Visit Duration

00:02:06
Avg for View: 00:02:06 (0.00%)

Pageviews

203,622
% of Total: 100.00% (203,622)

Unique Visitors

57,394
% of Total: 100.00% (57,394)

Avg. Pages / Visit

2.74
Avg for View: 2.74 (0.00%)

Avg. Time on Page

00:01:12
Avg for View: 00:01:12 (0.00%)

Bounce Rate

58.28%
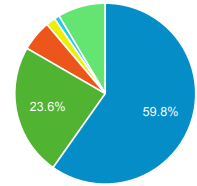Avg for View: 58.28% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Frontpage | Federal Law Enforcement Training Centers	26,287	37.99%
Search the Training Catalog | Federal Law Enforcement Training Centers	23,494	31.06%
Glynco, Georgia | Federal Law Enforcement Training Centers	9,604	54.81%
Execution of a Search Warrant (I) (MP3) | Federal Law Enforcement Training Centers	6,134	92.13%
PEB Scores for Age and Gender | Federal Law Enforcement Training Centers	5,730	8.28%
Search | Federal Law Enforcement Training Centers	5,698	61.83%
Basic Programs | Federal Law Enforcement Training Centers	4,082	35.95%
Artesia, New Mexico | Federal Law Enforcement Training Centers	3,939	55.08%
State, Local & Tribal Law Enforcement Training | Federal Law Enforcement Training Centers	3,079	53.82%
Physical Efficiency Battery (PEB) | Federal Law Enforcement Training Centers	2,753	55.28%

Visits by Social Network

Social Network	Sessions
Facebook	368
LinkedIn	129
Twitter	34
Instagram	17
reddit	17
YouTube	12
VKontakte	7
Quora	6
Instagram Stories	1
Pinterest	1

Visits by Source

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

59.8% google, 23.6% (direct)

New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

82.9% New Visitor, 17.1% Returning Visitor

Overview

| | All Users
100.00% Users | | Apr 1, 2021 - Apr 30, 2021 |

Explorer

Summary

● Users
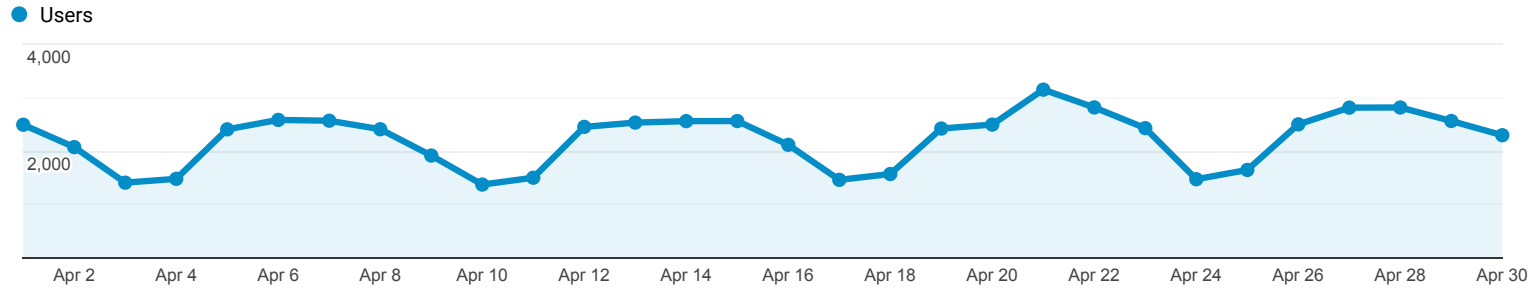
	Acquisition			Behavior			Conversions		
Device Category	**Users**	**New Users**	**Sessions**	**Bounce Rate**	**Pages / Session**	**Avg. Session Duration**	**Goal Conversion Rate**	**Goal Completions**	**Goal Value**
	57,394 % of Total: 100.00% (57,394)	**53,735** % of Total: 100.10% (53,681)	**74,273** % of Total: 100.00% (74,273)	**58.28%** Avg for View: 58.28% (0.00%)	**2.74** Avg for View: 2.74 (0.00%)	**00:02:06** Avg for View: 00:02:06 (0.00%)	**0.00%** Avg for View: 0.00% (0.00%)	**0** % of Total: 0.00% (0)	**$0.00** % of Total: 0.00% ($0.00)
1. desktop	**28,400** **(49.47%)**	25,627 (47.69%)	37,210 (50.10%)	52.91%	3.31	00:02:36	0.00%	0 (0.00%)	$0.00 (0.00%)
2. mobile	**27,884** **(48.57%)**	27,113 (50.46%)	35,418 (47.69%)	63.98%	2.14	00:01:34	0.00%	0 (0.00%)	$0.00 (0.00%)
3. tablet	**1,126** **(1.96%)**	995 (1.85%)	1,645 (2.21%)	57.26%	2.69	00:02:10	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 3 of 3