FLETC.gov Web Performance Metrics
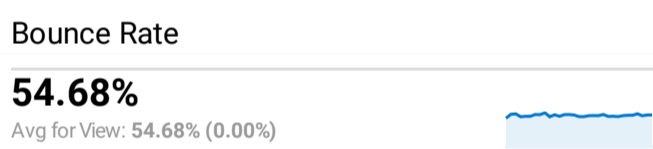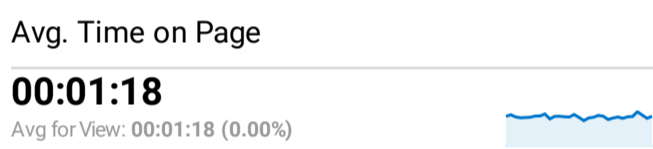
Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Total Visits

90,554
% of Total: **100.00% (90,554)**

Avg. Visit Duration

00:01:59
Avg for View: **00:01:59 (0.00%)**

Pageviews

227,383
% of Total: **100.00% (227,383)**

Unique Visitors

70,029
% of Total: **100.00% (70,029)**

Avg. Pages / Visit

2.51
Avg for View: **2.51 (0.00%)**

Avg. Time on Page

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

Bounce Rate

54.68%
Avg for View: **54.68% (0.00%)**
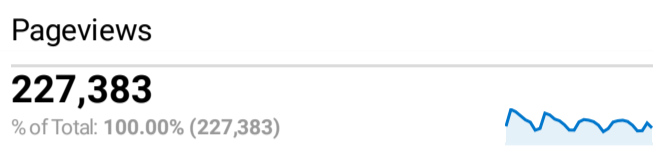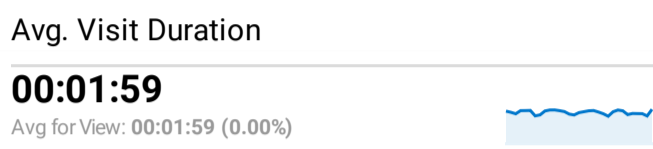
Top Pages

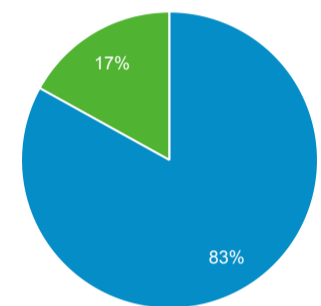| Page Title	Pageviews	Bounce Rate
Frontpage	Federal Law Enforcement Training Centers	30,667	35.71%
Search the Training Catalog	Federal Law Enforcement Training Centers	22,693	31.33%
Glynco, Georgia	Federal Law Enforcement Training Centers	12,029	41.04%
The Federal Law Enforcement Training Centers Pause Training out of COVID-19 Precautions	Federal Law Enforcement Training Centers	7,576	78.50%
Execution of a Search Warrant (I) (MP3)	Federal Law Enforcement Training Centers	6,843	91.52%
Search	Federal Law Enforcement Training Centers	5,601	64.84%
Federal Law Enforcement Training Centers to Resume Training Operations with New Risk Mitigation Efforts	Federal Law Enforcement Training Centers	5,230	83.94%
Artesia, New Mexico	Federal Law Enforcement Training Centers	4,483	39.36%
PEB Scores for Age and Gender	Federal Law Enforcement Training Centers	4,480	9.15%
Basic Programs	Federal Law Enforcement Training Centers	4,092	25.59%

Visits by Social Network

Social Network	Sessions
Facebook	1,960
Twitter	104
reddit	88
LinkedIn	58
Instagram	34
Quora	14
Snapchat	11
Yelp	3
Blogger	1
Instagram Stories	1

Visits by Source

- google
- (direct)
- bing
- m.facebook.com
- dhs.gov
- Other

(google 60.4%, (direct) 21.9%, Other 10%)

New vs. Returned Visitors

- New Visitor
- Returning Visitor

(New Visitor 83%, Returning Visitor 17%)

FLETC.gov Search Performance Metrics

Aug 1, 2021 - Aug 31, 2021

○ All Users
100.00% Sessions

Visits to FLETC.gov

90,556
% of Total: **100.00% (90,556)**

Total Internal Searches

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

Total External Searches (Google)
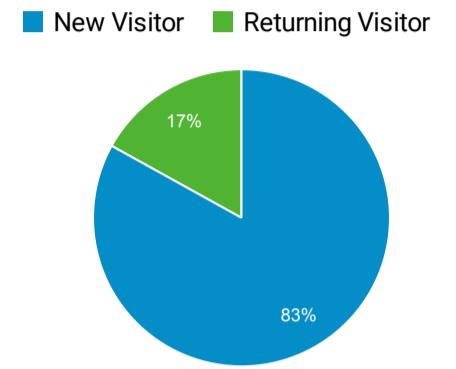
60,227
% of Total: **66.51% (90,555)**

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
cache:BmMo2av6ulUJ:https://www.fletc.gov/site-page/us-courts-probation-and-pretrial-services-training-academy	1	1
cache:IBXLpYf7yeEJ:https://www.fletc.gov/firearms-instructor-training-program	1	1

Top External Searches (Google - as reported)

Page Title	Sessions
Frontpage | Federal Law Enforcement Training Centers	10,006
Execution of a Search Warrant (I) (MP3) | Federal Law Enforcement Training Centers	5,936
Glynco, Georgia | Federal Law Enforcement Training Centers	2,460
National Terrorism Advisory System | Federal Law Enforcement Training Centers	2,052
Search the Training Catalog | Federal Law Enforcement Training Centers	1,703
FedBizOpps | Federal Law Enforcement Training Centers	1,281
FLETC monitoring of Novel Coronavirus (COVID-19) | Federal Law Enforcement Training Centers	1,144
Criminal Investigator Training Program | Federal Law Enforcement Training Centers	1,047
Artesia, New Mexico | Federal Law Enforcement Training Centers	1,011
PEB Scores for Age and Gender | Federal Law Enforcement Training Centers	923

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

17%
83%

Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

15.9%
12%
72.1%