# FLETC.gov Web Performance Metrics

# Oct 1, 2022 - Oct 31, 2022

#### All Users 100.00% Sessions

| Total Visits   |        |
|--|--------|
| <b>88,225</b><br>% of Total: <b>100.00% (88,225)</b>   | ~~~~   |
|  |        |
| Avg. Visit Duration  |        |
| <b>00:01:58</b><br>Avg for View: <b>00:01:58 (0.00%)</b>   | ~~~~~  |
|  |        |
| Pageviews  |        |
| <b>219,026</b><br>% of Total: <b>100.00% (219,026)</b>   | $\sim$ |
|  |        |
|  |        |
| Unique Visitors  |        |
| Unique Visitors<br><b>70,146</b><br>% of Total: <b>100.00% (70,146</b> )   | ~~~~   |
| 70,146   | ~~~~   |
| 70,146   | ~~~~   |
| <b>70,146</b><br>% of Total: <b>100.00% (70,146</b> )  | ~~~~   |
| <b>70,146</b><br>% of Total: 100.00% (70,146)<br>Avg. Pages / Visit<br><b>2.48</b>                               | ~~~~   |
| <b>70,146</b><br>% of Total: 100.00% (70,146)<br>Avg. Pages / Visit<br><b>2.48</b>                               | ~~~~   |
| <b>70,146</b><br>% of Total: 100.00% (70,146)<br>Avg. Pages / Visit<br><b>2.48</b><br>Avg for View: 2.48 (0.00%) | ·····  |

| Bounce | Rate |
|--------|------|
|--------|------|

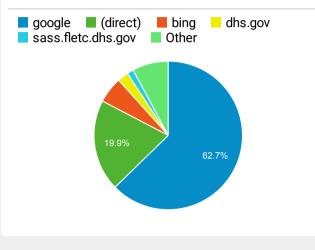
**54.90%** Avg for View: **54.90% (0.00%)** 

| Top Pages   |           |                |
|---|-----------|----------------|
| Page Title  | Pageviews | Bounce<br>Rate |
| Frontpage   Federal Law Enforcement Training Cente rs                               | 25,645    | 36.71%         |
| Search the Training Catalog   Federal Law Enforcem ent Training Centers             | 24,711    | 35.74%         |
| Glynco, Georgia   Federal Law Enforcement Training<br>Centers                       | 12,927    | 45.16%         |
| Basic Programs   Federal Law Enforcement Training<br>Centers                        | 4,566     | 42.63%         |
| PEB Scores for Age and Gender   Federal Law Enforc ement Training Centers           | 4,512     | 9.36%          |
| Locations   Federal Law Enforcement Training Cente rs                               | 4,172     | 42.82%         |
| Execution of a Search Warrant (I) (MP3)   Federal La w Enforcement Training Centers | 3,952     | 87.21%         |
| Artesia, New Mexico   Federal Law Enforcement Trai<br>ning Centers                  | 3,890     | 47.10%         |
| Site Search   Federal Law Enforcement Training Cent<br>ers                          | 3,831     | 53.44%         |
| Glynco Campus Life   Federal Law Enforcement Trai<br>ning Centers                   | 3,753     | 39.78%         |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook       | 249      |
| Twitter        | 40       |
| Instagram      | 38       |
| reddit         | 34       |
| LinkedIn       | 33       |
| YouTube        | 6        |
| Quora          | 5        |

### Visits by Source



New vs. Returned Visitors



| Naver         | 2 |
|---------------|---|
| Google Groups | 1 |
| HootSuite     | 1 |

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### FLETC.gov Search Performance Metrics

# Oct 1, 2022 - Oct 31, 2022



### Visits to FLETC.gov

88,226 % of Total: 100.00% (88,226)

#### **Total Internal Searches**

2

% of Total: 100.00% (2)

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### Total External Searches (Google)

61,934 % of Total: 70.20% (88,226)

### Top Internal Searches by Search Term

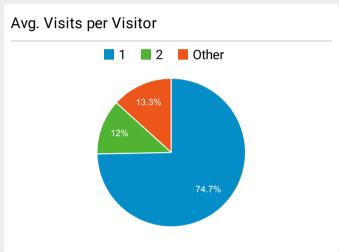
| Search Term   | Total Unique<br>Searches | Organic<br>Searches |
|---|--------------------------|---------------------|
| cache:CavCa7Z58D8J:https://www.fletc.gov/mira<br>nda-waivers-and-invocations-mp3    | 1                        | 1                   |
| cache:IFMp_kzV8DUJ:https://www.fletc.gov/inter<br>rogating-government-employees-mp3 | 1                        | 0                   |

#### Top External Searches (Google - as reported)

| Page Title   | Sessions |
|--|----------|
| Frontpage   Federal Law Enforcement Training Cent<br>ers                               | 8,251    |
| Execution of a Search Warrant (I) (MP3)   Federal La<br>w Enforcement Training Centers | 3,080    |
| Glynco, Georgia   Federal Law Enforcement Training<br>Centers                          | 2,480    |
| Search the Training Catalog   Federal Law Enforcem<br>ent Training Centers             | 1,978    |
| PEB Scores for Age and Gender   Federal Law Enfor<br>cement Training Centers           | 1,433    |
| FedBizOpps   Federal Law Enforcement Training Ce<br>nters                              | 1,391    |
| Use of Force - Part II   Federal Law Enforcement Tra<br>ining Centers                  | 1,373    |
| Criminal Investigator Training Program   Federal La<br>w Enforcement Training Centers  | 1,367    |
| P.O.S.T. Certification   Federal Law Enforcement Trai<br>ning Centers                  | 1,008    |
| Locations   Federal Law Enforcement Training Cent<br>ers                               | 878      |

### New vs. Returned Visitors





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