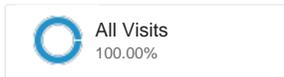


DHS.gov Web Performance Metrics

Aug 1, 2013 - Aug 31, 2013



Total Visits

1,053,423

% of Total: 100.00% (1,053,423)



Avg. Visit Duration

00:02:04

Site Avg: 00:02:04 (0.00%)



Pageviews

2,521,867

% of Total: 100.00% (2,521,867)



Unique Visitors

833,043

% of Total: 100.00% (833,043)



Avg. Pages / Visit

2.39

Site Avg: 2.39 (0.00%)



Avg. Time on Page

00:01:29

Site Avg: 00:01:29 (0.00%)



Bounce Rate

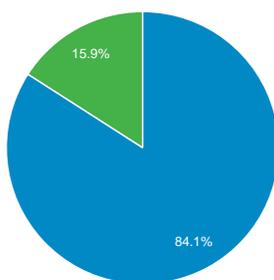
54.92%

Site Avg: 54.92% (0.00%)



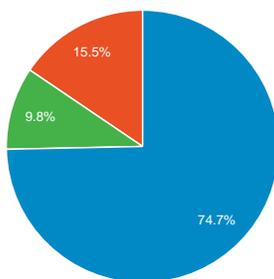
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Visits	Bounce Rate
google / organic	463,023	51.47%
(direct) / (none)	259,013	64.53%
dhs.gov / referral	62,794	58.35%
bing / organic	42,343	38.26%
yahoo / organic	24,524	40.33%
dhsconnect.dhs.gov / referral	16,831	39.33%
links.govdelivery.com / referral	12,056	46.63%
uscis.gov / referral	8,285	50.67%
tsa.gov / referral	7,008	58.36%
t.co / referral	5,217	75.25%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Homeland Security	367,369	50.30%
Careers Homeland Security	79,973	12.25%
How Do I? Homeland Security	79,030	38.15%
(not set)	66,406	47.54%
National Terrorism Advisory System Homeland Security	62,062	67.33%

Visits by Social Network

Social Network	Visits
Facebook	6,143
Twitter	5,217
reddit	830
Yahoo! Answers	755
TripAdvisor	541
LinkedIn	383
Blogger	361
TypePad	198
WordPress	138
Google+	87

