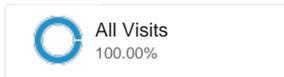


DHS.gov Web Performance Metrics

Oct 1, 2013 - Oct 31, 2013



Total Visits

1,058,375

% of Total: 100.00% (1,058,375)



Avg. Visit Duration

00:02:13

Site Avg: 00:02:13 (0.00%)



Pageviews

2,578,240

% of Total: 100.00% (2,578,240)



Unique Visitors

829,348

% of Total: 100.00% (829,348)



Avg. Pages / Visit

2.44

Site Avg: 2.44 (0.00%)



Avg. Time on Page

00:01:33

Site Avg: 00:01:33 (0.00%)



Bounce Rate

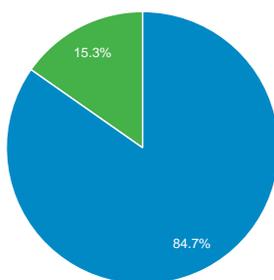
55.02%

Site Avg: 55.02% (0.00%)



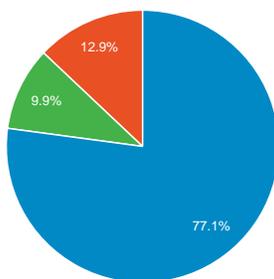
New vs. Returned Visitors

■ 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	485,227	49.79%
(direct) / (none)	267,216	67.75%
dhs.gov / referral	56,823	57.29%
bing / organic	40,694	40.26%
yahoo / organic	23,099	41.45%
dhsconnect.dhs.gov / referral	14,001	30.77%
links.govdelivery.com / referral	8,588	53.34%
uscis.gov / referral	7,991	50.96%
whitehouse.gov / referral	7,243	33.26%
usa.gov / referral	7,028	57.24%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Homeland Security	386,328	52.43%
How Do I? Homeland Security	70,071	35.40%
Careers Homeland Security	60,991	9.82%
(not set)	51,905	52.86%
Contact Us Homeland Security	42,939	23.35%

Visits by Social Network

Social Network	Visits
Facebook	5,037
Twitter	2,715
Yahoo! Answers	605
LinkedIn	423
Blogger	301
TripAdvisor	275
reddit	211
Disqus	181
WordPress	142
TypePad	134

