

USCG.mil Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

All Sessions
100.00%

Total Visits

861,501

% of Total: 100.00% (861,501)



Avg. Visit Duration

00:03:25

Avg for View: 00:03:25 (0.00%)



Pageviews

2,960,834

% of Total: 100.00% (2,960,834)



Unique Visitors

481,183

% of Total: 100.00% (481,183)



Avg. Pages / Visit

3.44

Avg for View: 3.44 (0.00%)



Bounce Rate

42.70%

Avg for View: 42.70% (0.00%)

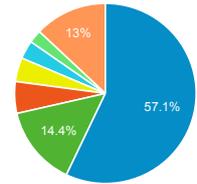


Top Pages

Page Title	Pageviews	Bounce Rate
US Coast Guard Home	230,126	44.84%
USCG Internet Releasable General Messages	145,148	23.21%
USCG: About Us - Aircraft & Cutters	64,319	39.73%
USCG: CG-612 Directives and Publications	63,130	18.49%
PSC: Enlisted Personnel Management	53,371	29.59%
USCG Training Center Cape May, New Jersey	52,373	43.15%
USCG National Vessel Documentation Center, Forms Page	40,743	19.76%
USCG: Units	37,447	25.42%
USCG: Page Not Found	36,026	55.60%
USCG: Careers	31,521	46.62%

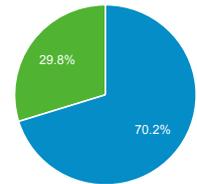
Visits by Source

google (direct) bing
dhconnect.dhs.gov yahoo
cgweb.psc.uscg.mil Other



New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	5,730
Twitter	506
reddit	195
Blogger	170
LinkedIn	73
Yelp	65
Pinterest	62
Quora	38
TripAdvisor	34
Naver	14

