



THE  
**INTERAGENCY BOARD**  
FOR EMERGENCY PREPAREDNESS AND RESPONSE

# Website Data Analytics

January 2022

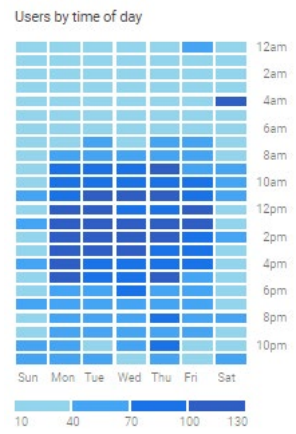
<https://www.interagencyboard.org/>

# Year View: 2021

## January 1, 2021 – January 1, 2022



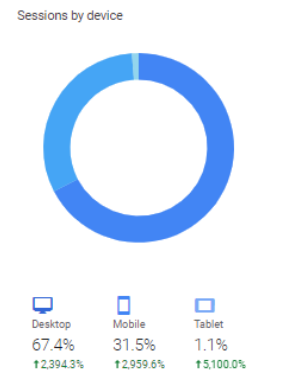
<b>Users</b> 7,942	<b>New Users</b> 7,964	<b>Sessions</b> 9,141
<b>Number of Sessions per User</b> 1.15	<b>Pageviews</b> 16,015	<b>Pages / Session</b> 1.75
<b>Avg. Session Duration</b> 00:01:09	<b>Bounce Rate</b> 68.55%	



### Top Channels

### Users

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	7,942	7,964	9,141	68.55%	1.75	00:01:09
1 Organic Search	5,367			65.88%		
2 Direct	2,140			74.36%		
3 Referral	492			70.93%		
4 Social	25			69.23%		



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	16,015 % of Total: 100.00% (16,015)	13,246 % of Total: 100.00% (13,246)	00:01:31 Avg for View: 00:01:31 (0.00%)	9,109 % of Total: 100.00% (9,109)	68.55% Avg for View: 68.55% (0.00%)	56.88% Avg for View: 56.88% (0.00%)
1. /	2,224 (13.89%)	1,834 (13.85%)	00:01:02	1,582 (17.37%)	60.23%	51.66%
2. /news-resources/sel/personal-protective-equipment/helmet-protective-structural-fire-fighting-nfpa	1,246 (7.78%)	1,105 (8.34%)	00:06:41	1,103 (12.11%)	60.98%	87.24%
3. /sel	1,234 (7.71%)	989 (7.47%)	00:02:44	751 (8.24%)	83.36%	67.59%
4. /publications/publications	570 (3.56%)	391 (2.95%)	00:01:44	131 (1.44%)	81.20%	39.65%
5. /subgroups-committees	528 (3.30%)	367 (2.77%)	00:00:34	88 (0.97%)	75.00%	23.67%
6. /about	484 (3.02%)	385 (2.91%)	00:01:36	152 (1.67%)	76.77%	50.41%
7. /content/national-bomb-squad-commanders-advisory-board	472 (2.95%)	347 (2.62%)	00:00:55	346 (3.80%)	53.47%	56.14%
8. /articles/firefighters-are-their-uniforms-cancer-risk	360 (2.25%)	352 (2.66%)	00:11:57	352 (3.86%)	72.16%	97.50%
9. /publications	302 (1.89%)	222 (1.68%)	00:00:18	20 (0.22%)	35.00%	5.30%
10. /news-resources/sel/personal-protective-equipment/gloves-emergency-medical-examination-nfpa-1999	256 (1.60%)	218 (1.65%)	00:03:47	218 (2.39%)	72.73%	82.03%