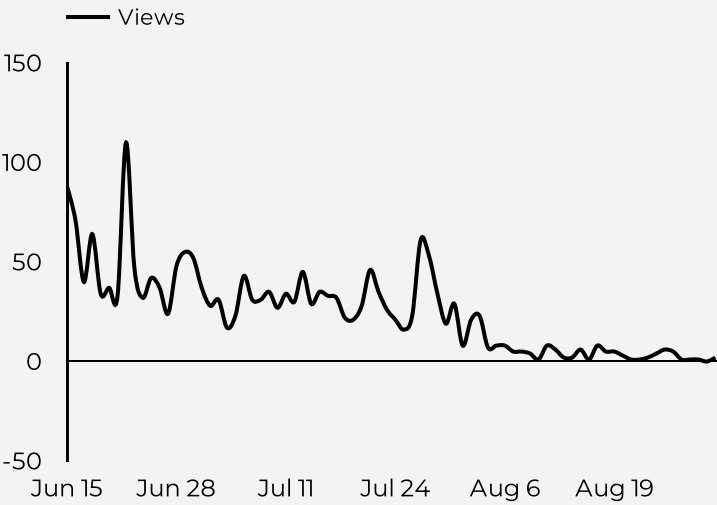




Summer Water Safety

Views	Sessions	Total users	New users	Avg. session duration	Engagement rate
1,949	1,424	1,317	898	01:08	79%
↓ -32.5%	↓ -23.9%	↓ -24.1%	↑ 3.1%	↓ -12.02%	↓ -2.0%

Visitor trends.

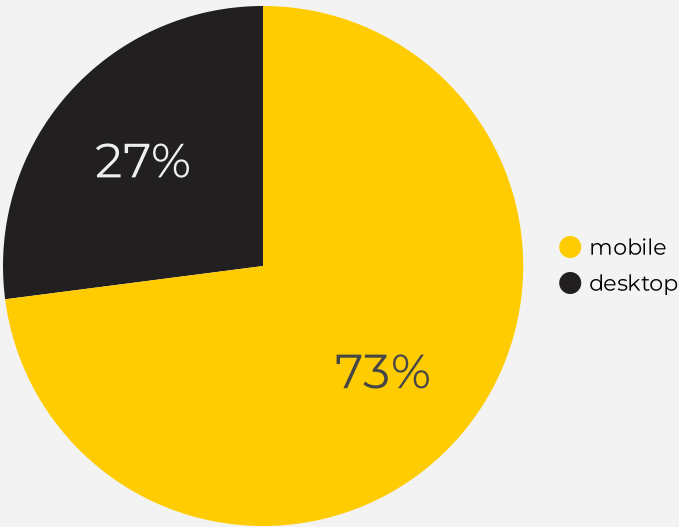


How does the site acquire traffic?

Top five channels sorted by users.

Channel	Views ▾
Organic Search	928
Direct	508
Organic Social	430
Referral	103
Email	8

Device category by Views



Where do people click for more information?

Top link clicks.

Click Text	Total ▾
On-post pools and aquatic centers	156
Ripple Rookies – (Age group 1-4 years old)	105
Ripple Rookies – 1-4 years old	104
Wave Watchers – (Age group 5-14 years old)	87
Wave Watchers – 5-14 years old	85
Grand total	1,105

Stripe Impressions

The number of stripe impressions sorted by installation.

Installation	Total ▾
jblm.armymwr.com	87,870
rockisland.armymwr.com	65,255
hood.armymwr.com	52,039
kaiserslautern.armymwr.com	18,275
wainwright.armymwr.com	16,490
carson.armymwr.com	15,811
bliss.armymwr.com	15,755
leonardwood.armymwr.com	15,415
bluegrass.armymwr.com	15,333
belvoir.armymwr.com	13,215
meade.armymwr.com	13,180
redstone.armymwr.com	12,258
rucker.armymwr.com	12,186
detrick.armymwr.com	9,810
mcalester.armymwr.com	9,263
redriver.armymwr.com	9,012
humphreys.armymwr.com	7,802
knox.armymwr.com	7,693
baumholder.armymwr.com	7,500
tobyhanna.armymwr.com	7,064
Grand total	548,878