

Ready Web Performance Metrics

Feb 1, 2015 - Feb 28, 2015

Total Visits

600,006

% of Total: 100.00% (600,006)



Avg. Visit Duration

00:01:56

Avg for View: 00:01:56 (0.00%)



Pageviews

1,270,408

% of Total: 100.00% (1,270,408)



Unique Visitors

503,855

% of Total: 100.00% (503,855)



Avg. Pages / Visit

2.12

Avg for View: 2.12 (0.00%)



Avg. Time on Page

00:01:44

Avg for View: 00:01:44 (0.00%)



Bounce Rate

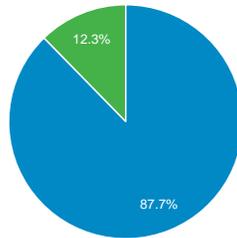
65.58%

Avg for View: 65.58% (0.00%)



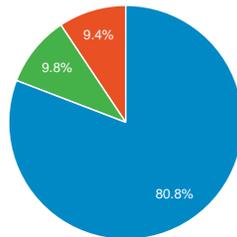
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	234,222	64.34%
Emergency Alerts	81,570	80.03%
Build A Kit	62,414	36.63%
Winter Storms & Extreme Cold	57,024	80.79%
Natural Disasters	34,558	41.61%

Visits by Social Network

Social Network	Sessions
Facebook	9,410
Twitter	2,967
Weebly	1,085
FC2	1,053
Crunchyroll	382
Blogger	205
Myspace	200
reddit	149
Pinterest	83
Google+	62

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	166,466	67.00%
google / organic	164,485	63.54%
google.org / referral	30,988	74.08%
bing / organic	13,490	59.05%
yahoo / organic	10,631	59.76%
fema.gov / referral	10,458	31.00%
aol / februarymodule	9,452	89.19%
search.ready.gov / referral	8,370	39.00%
nym1.ib.adnxs.com / referral	7,945	87.54%
218.adsbro.com / referral	7,385	94.20%