

Ready.gov Search Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

Total Unique Searches

5,535

% of Total: 100.00% (5,535)



Total Visits

22,774

% of Total: 100.00% (22,774)

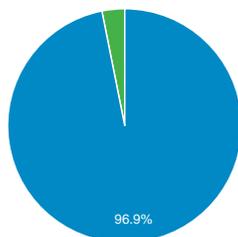


Top Unique Searches by Search Term

Search Term	Total Unique Searches
earthquake	41
cert	35
heat	34
fire	28
national preparedness month	27
tornado	26
flood	25
pets	24
shelter in place	24
tsunami	23

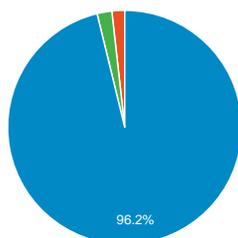
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Avg. Visit Duration

00:00:52

Avg for View: 00:00:52 (0.00%)



Avg. Pages / Visit

1.53

Avg for View: 1.53 (0.00%)



Avg. Time on Page

00:01:38

Avg for View: 00:01:38 (0.00%)



Bounce Rate

67.65%

Avg for View: 67.65% (0.00%)

