

Ready.gov Search Performance Metrics

Aug 1, 2015 - Aug 31, 2015

Total Unique Searches



Total Visits

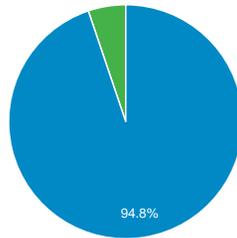


Top Unique Searches

Search Term	Total
earthquake	64
pets	60
hurricane	56
hurricanes	53
tornado	52
power outage	48
tsunami	48
floods	47
tornadoes	41
flood	35

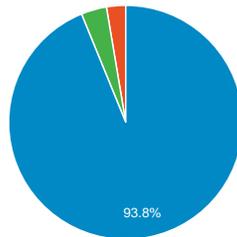
New vs. Returning Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Avg. Visit Duration



Avg. Pages / Visit



Avg. Time on Page



Bounce Rate

