

Ready Web Performance Metrics

Sep 1, 2015 - Sep 30, 2015

Total Visits

787,026

% of Total: 100.00% (787,026)



Avg. Visit Duration

00:02:10

Avg for View: 00:02:10 (0.00%)



Pageviews

1,663,520

% of Total: 100.00% (1,663,520)



Unique Visitors

598,782

% of Total: 100.00% (598,782)



Avg. Pages / Visit

2.11

Avg for View: 2.11 (0.00%)



Avg. Time on Page

00:01:56

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



Bounce Rate

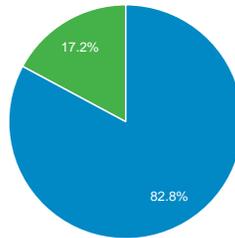
61.62%

Avg for View: 61.62% (0.00%)



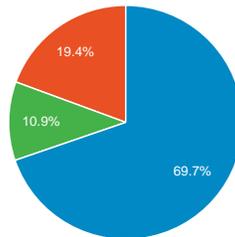
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	252,968	68.75%
google / organic	191,751	59.62%
fema.gov / referral	22,718	33.22%
m.facebook.com / referral	21,494	76.50%
bing / organic	20,695	55.54%
lax1.ib.adnxs.com / referral	17,893	47.26%
nym1.ib.adnxs.com / referral	16,750	50.03%
yahoo / organic	12,550	55.41%
govdelivery / email	12,445	62.66%
links.govdelivery.com / referral	11,730	45.29%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	216,357	51.92%
Emergency Alerts	126,283	83.51%
Basic Disaster Supplies Kit	101,656	69.27%
2015 National Preparedness Month	94,017	57.27%
Build A Kit	87,243	31.38%

Visits by Social Network

Social Network	Sessions
Facebook	31,973
Twitter	6,885
Blogger	1,474
Disqus	497
reddit	469
Weebly	370
Before It's News	193
Pinterest	143
LinkedIn	137
Care2	112