

Ready.gov Web Performance Metrics

Oct 1, 2015 - Oct 31, 2015

Total Visits

630,480

% of Total: 100.00% (630,480)



Avg. Visit Duration

00:02:12

Avg for View: 00:02:12 (0.00%)



Pageviews

1,358,448

% of Total: 100.00% (1,358,448)



Unique Visitors

504,963

% of Total: 100.00% (504,963)



Avg. Pages / Visit

2.15

Avg for View: 2.15 (0.00%)



Avg. Time on Page

00:01:54

Avg for View: 00:01:54 (0.00%)



Bounce Rate

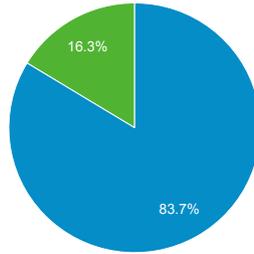
64.18%

Avg for View: 64.18% (0.00%)



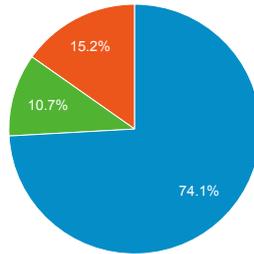
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	116,972	51.39%
Disaster Supply Kit	87,857	70.85%
Emergency Alerts	87,556	84.74%
Hurricanes	75,223	80.35%
Build A Kit	70,892	37.43%

Visits by Social Network

Social Network	Sessions
Facebook	14,090
Twitter	3,965
reddit	2,396
Weebly	419
Blogger	312
Crunchyroll	233
Pinterest	176
wikiHow	80
Vkontakte	70
LinkedIn	56

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	210,767	67.18%
google / organic	198,728	62.98%
bing / organic	19,963	61.02%
nhc.noaa.gov / referral	14,220	64.20%
search.usa.gov / referral	12,934	40.00%
google.org / referral	12,605	71.60%
noaa.gov / referral	11,948	87.06%
yahoo / organic	11,127	59.32%
m.facebook.com / referral	9,178	82.84%
fema.gov / referral	8,012	49.26%