

Ready Web Performance Metrics

Nov 1, 2015 - Nov 30, 2015

Total Visits

516,444

% of Total: 100.00% (516,444)



Avg. Visit Duration

00:02:13

Avg for View: 00:02:13 (0.00%)



Pageviews

1,121,910

% of Total: 100.00% (1,121,910)



Unique Visitors

419,929

% of Total: 100.00% (419,929)



Avg. Pages / Visit

2.17

Avg for View: 2.17 (0.00%)



Avg. Time on Page

00:01:53

Avg for View: 00:01:53 (0.00%)



Bounce Rate

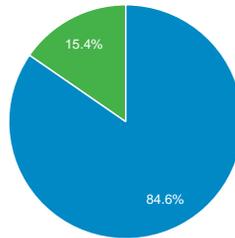
63.88%

Avg for View: 63.88% (0.00%)



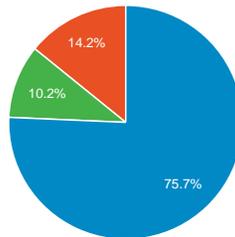
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	111,518	54.69%
Emergency Alert	61,748	84.61%
Disaster Supply Kits	55,278	68.69%
Build A Kia	53,091	36.53%
Natural Disasters	35,668	42.57%

Visits by Social Network

Social Network	Sessions
Facebook	9,283
Twitter	1,578
Weebly	664
Blogger	181
reddit	109
FC2	94
Crunchyroll	93
LinkedIn	79
wikiHow	77
Pinterest	69

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	193,373	64.24%
(direct) / (none)	167,771	65.70%
bing / organic	17,781	62.07%
yahoo / organic	9,558	60.02%
search.usa.gov / referral	9,515	39.79%
google.org / referral	7,746	70.68%
madads / banner	6,238	99.74%
m.facebook.com / referral	6,178	79.49%
dhs.gov / referral	4,635	39.07%
fema.gov / referral	4,631	54.65%