

Ready Web Performance Metrics

Dec 1, 2015 - Dec 31, 2015

Total Visits

471,231

% of Total: 100.00% (471,231)



Avg. Visit Duration

00:02:02

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



Pageviews

944,643

% of Total: 100.00% (944,643)



Unique Visitors

395,651

% of Total: 100.00% (395,651)



Avg. Pages / Visit

2.00

Avg for View: 2.00 (0.00%)



Avg. Time on Page

00:02:01

Avg for View: 00:02:01 (0.00%)



Bounce Rate

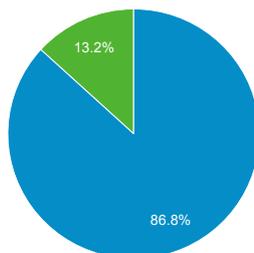
62.61%

Avg for View: 62.61% (0.00%)



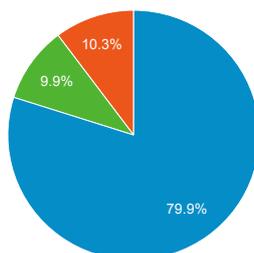
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	126,861	62.84%
Build A Kit	49,656	42.72%
Disaster Supplies Kit	37,775	63.78%
Natural Disasters	37,503	40.25%
Earthquakes	35,351	75.62%

Visits by Social Network

Social Network	Sessions
Facebook	8,235
Twitter	2,445
reddit	1,505
Weebly	947
Google+	143
Blogger	91
Wikia	90
Crunchyroll	80
Tagged	74
LinkedIn	67

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	177,030	64.86%
(direct) / (none)	148,092	61.58%
bing / organic	15,690	63.14%
google.org / referral	13,988	73.11%
search.usa.gov / referral	11,187	38.87%
yahoo / organic	8,171	61.20%
m.facebook.com / referral	5,673	74.95%
mpd.mxptint.net / referral	5,424	76.83%
fema.gov / referral	4,704	57.65%
dhs.gov / referral	4,354	40.22%