

Ready.gov Web Performance Metrics

Jan 1 - Dec 31, 2015

Total Visits

8,734,525

% of Total: 100.00% (8,734,525)



Avg. Visit Duration

00:01:52

Avg for View: 00:01:52 (0.00%)



Pageviews

17,646,614

% of Total: 100.00% (17,646,614)



Unique Visitors

6,822,451

% of Total: 100.00% (6,822,451)



Avg. Pages / Visit

2.02

Avg for View: 2.02 (0.00%)



Avg. Time on Page

00:01:49

Avg for View: 00:01:49 (0.00%)



Bounce Rate

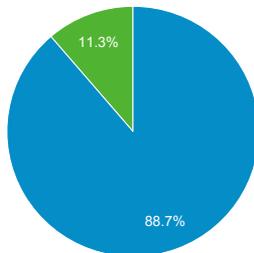
64.41%

Avg for View: 64.41% (0.00%)



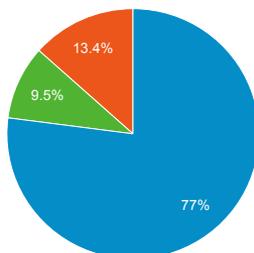
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Home	2,427,507	61.45%
Emergency Alerts	1,617,026	82.39%
Build A Kit	868,861	36.37%
Basic Disaster Supplies Kit	798,433	69.64%
Ready.gov	750,046	54.90%

Visits by Social Network

Social Network	Sessions
Facebook	140,558
Twitter	33,862
Weebly	7,397
reddit	5,560
Blogger	4,896
FC2	2,779
Crunchyroll	2,398
Disqus	1,325
Pinterest	1,291
Google+	898

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,676,871	72.40%
google / organic	2,114,329	62.56%
ads.yahoo.com / referral	247,383	65.50%
google.org / referral	211,515	72.17%
madads / FMAbigheroSP	205,874	32.66%
madads / FMAbighero	204,368	32.12%
bing / organic	189,024	59.84%
fema.gov / referral	137,540	35.43%
yahoo / organic	129,403	59.32%
nym1.ib.adnxs.com / referral	116,883	73.86%