

Ready.gov Search Performance Metrics

Feb 1, 2016 - Feb 29, 2016

Total Unique Searches



Total Visits

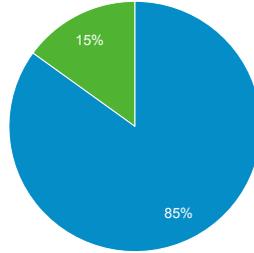


Top Unique Searches

Search Term	Unique Searches
tornadoes	316
tornado	193
hurricanes	183
earthquakes	180
floods	144
tsunami	144
tsunamis	135
hurricane	132
family emergency plan	123
blizzards	110

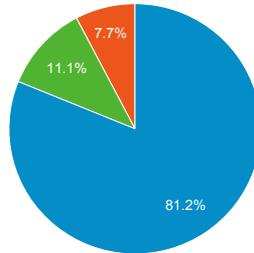
New vs. Returning Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Avg. Visit Duration



Avg. Pages / Visit



Avg. Time on Page



Bounce Rate

