

Ready.gov Web Performance Metrics

Feb 1, 2016 - Feb 29, 2016

Total Visits

498,687

% of Total: 100.00% (498,687)



Avg. Visit Duration

00:02:06

Avg for View: 00:02:06 (0.00%)



Pageviews

1,053,462

% of Total: 100.00% (1,053,462)



Unique Visitors

416,413

% of Total: 100.00% (416,413)



Avg. Pages / Visit

2.11

Avg for View: 2.11 (0.00%)



Avg. Time on Page

00:01:53

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



Bounce Rate

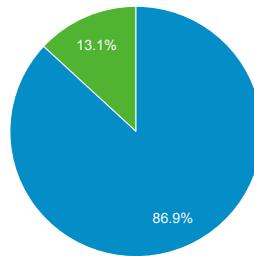
62.45%

Avg for View: 62.45% (0.00%)



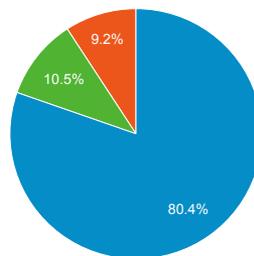
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	111,210	65.85%
http: Ready.gov	94,193	40.52%
Tornadoes	58,046	77.05%
Natural Disasters	44,102	39.21%
Earthquakes	42,398	75.02%

Visits by Social Network

Social Network	Sessions
Facebook	9,126
Twitter	2,080
Weebly	684
reddit	161
Blogger	147
Pinterest	115
wikiHow	72
Google+	71
LinkedIn	71
StumbleUpon	42

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	207,533	66.26%
(direct) / (none)	163,285	59.64%
bing / organic	18,920	64.00%
search.usa.gov / referral	12,576	40.28%
yahoo / organic	9,117	62.45%
m.facebook.com / referral	6,716	68.24%
google.org / referral	5,353	75.40%
fema.gov / referral	2,835	46.74%
earthquake.usgs.gov / referral	2,322	38.50%
google / cpc	2,117	70.29%