

# Ready Web Performance Metrics

Mar 1, 2016 - Mar 31, 2016

## Total Visits

**475,942**

% of Total: 100.00% (475,942)



## Avg. Visit Duration

**00:02:10**

Avg for View: 00:02:10 (0.00%)



## Pageviews

**976,440**

% of Total: 100.00% (976,440)



## Unique Visitors

**397,583**

% of Total: 100.00% (397,583)



## Avg. Pages / Visit

**2.05**

Avg for View: 2.05 (0.00%)



## Avg. Time on Page

**00:02:03**

Avg for View: 00:02:03 (0.00%)



## Bounce Rate

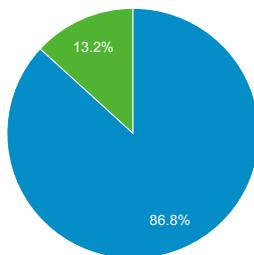
**63.64%**

Avg for View: 63.64% (0.00%)



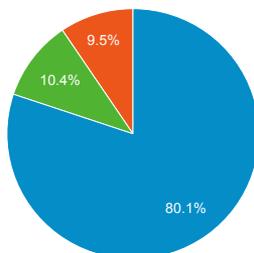
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	115,878	68.47%
www.ready.gov	45,673	72.30%
Tornadoes	43,965	75.29%
Natural Disasters	41,773	38.15%
Build A Kit	35,372	41.44%

## Visits by Social Network

Social Network	Sessions
Facebook	4,953
Twitter	2,030
Weebly	1,572
Diigo	361
Google+	229
Blogger	180
reddit	136
LinkedIn	131
wikiHow	100
Tagged	76

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	172,922	67.20%
(direct) / (none)	162,012	63.82%
bing / organic	17,331	62.40%
search.usa.gov / referral	12,885	39.31%
google / cpc	8,352	66.24%
yahoo / organic	7,751	61.53%
google.org / referral	5,154	69.97%
fema.gov / referral	3,338	43.14%
m.facebook.com / referral	3,280	71.04%
ib.adnxs.com / referral	1,933	97.31%