

Ready.gov Search Performance Metrics

Mar 1, 2016 - Mar 31, 2016

Total Unique Searches



Total Visits

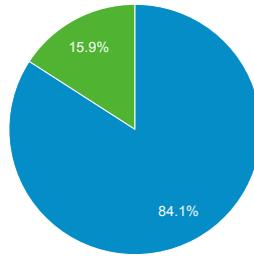


Top Unique Searches by Search Term

Search Term	Unique Search
tornadoes	175
earthquakes	165
tornado	154
hurricanes	142
floods	137
family emergency plan	112
earthquake	107
natural disasters	90
tsunami	78
hurricane	76

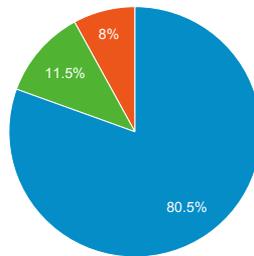
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Avg. Visit Duration



Avg. Pages / Visit



Avg. Time on Page



Bounce Rate

