

Ready.gov Search Performance Metrics

Oct 1, 2016 - Oct 31, 2016

Total Unique Searches



Total Visits

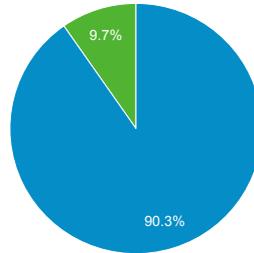


Top Unique Searches by Search Term

Search Term	Unique Searches
natural disasters	350
earthquake	333
tornadoes	333
earthquakes	293
hurricanes	283
hurricane	240
hurricane matthew	209
tornado	182
tsunami	148
floods	143

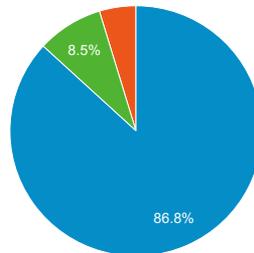
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Avg. Visit Duration



Avg. Pages / Visit



Avg. Time on Page



Bounce Rate

