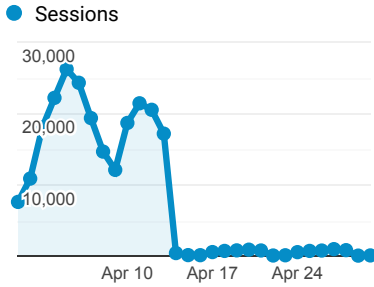


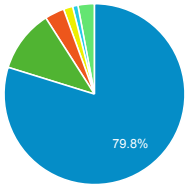
All Users  
100.00% Sessions

### Visits to Ready



### Average Number of Visits per Visitor

1 2 3 4 5 Other



### Visits Originating from Social Netw...

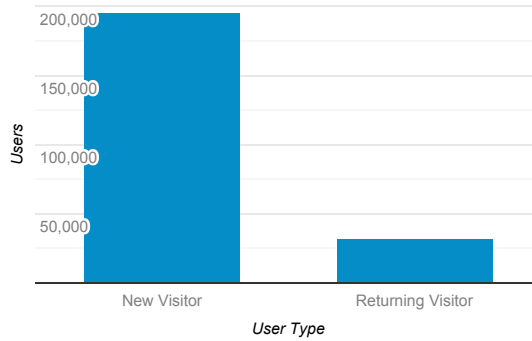
Social Network	Sessions
Facebook	4,805
Twitter	786
Weebly	261
StumbleUpon	142
Wikia	114
Blogger	82
reddit	75
Pinterest	37
wikiHow	35
Yuku	25

### Total Pageviews

**482,888**  
% of Total: 100.00% (482,888)



### New vs. Returned Visitors



### Total Unique Visitors

**205,865**  
% of Total: 100.00% (205,865)



### Top Visited Pages

Page Title	Pageviews
Ready.gov	54,531
Tornadoes   Ready.gov	31,514
Nuclear Blast   Ready.gov	23,795
Basic Disaster Supplies Kit   Ready.gov	23,631
Disaster Master	18,716
Build a Kit	17,683
Earthquakes   Ready.gov	16,626
Make A Plan   Ready.gov	13,681
Prepare for Emergencies   Ready.gov	12,998
Build A Kit   Ready.gov	11,703

### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	112,007	66.70%
(direct) / (none)	56,412	61.37%
bing / organic	7,927	63.01%
search.usa.gov / referral	5,489	41.83%
google / cpc	3,993	67.22%
m.facebook.com / referral	3,802	72.99%
yahoo / organic	3,569	61.11%
classroom.google.com / referral	2,645	30.06%
fema.gov / referral	2,367	50.78%
aol / februarymodule	2,254	89.80%

### Avg. Pages / Visit

**1.99**  
Avg for View: 1.99 (0.00%)



### Avg. Visit Duration

**00:02:16**  
Avg for View: 00:02:16 (0.00%)



### Avg. Time on Page

**00:02:17**  
Avg for View: 00:02:17 (0.00%)



### Bounce Rate

**64.26%**  
Avg for View: 64.26% (0.00%)

