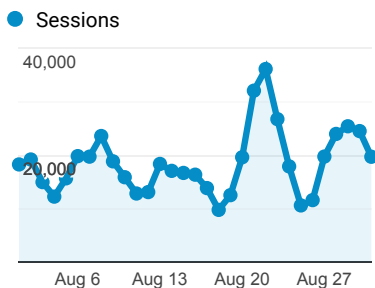


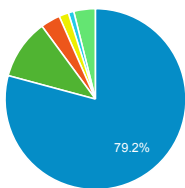
All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

1 2 3 4 5 Other



Visits Originating from Social Netw...

Social Network	Sessions
Facebook	10,976
Twitter	5,326
YouTube	675
Instagram Stories	465
reddit	407
Weebly	390
Blogger	119
LinkedIn	116
Pinterest	68
TypePad	35

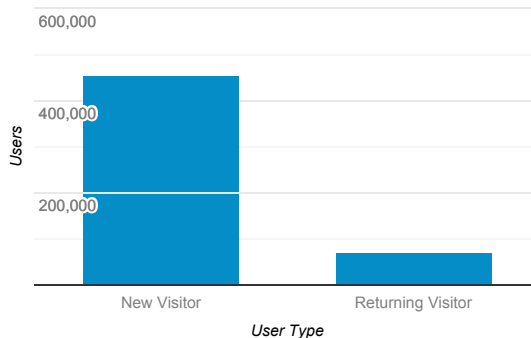
Total Pageviews

1,020,010

% of Total: 100.00% (1,020,010)



New vs. Returned Visitors



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	243,585	68.86%
(direct) / (none)	154,472	68.51%
apple.com / tracking	18,651	92.08%
bing / organic	14,886	56.42%
appnexus.com / banner	12,472	83.12%
m.facebook.com / referral	8,171	73.28%
fema.gov / referral	8,016	52.23%
google / cpc	6,806	56.16%
search.usa.gov / referral	6,533	36.08%
t.co / referral	5,092	77.95%

Bounce Rate

68.15%

Avg for View: 68.15% (0.00%)



Total Unique Visitors

472,437

% of Total: 100.00% (472,437)



Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	113,097
Build A Kit Ready.gov	102,549
Make A Plan Ready.gov	67,145
National Preparedness Month Ready.gov	53,224
Hurricanes Ready.gov	45,816
Floods Ready.gov	33,849
Earthquakes Ready.gov	28,061
Emergency Alerts Ready.gov	27,136
Community Emergency Response Team Ready.gov	25,667
Tornadoes Ready.gov	21,249

Avg. Pages / Visit

1.77

Avg for View: 1.77 (0.00%)



Avg. Visit Duration

00:01:49

Avg for View: 00:01:49 (0.00%)



Avg. Time on Page

00:02:21

Avg for View: 00:02:21 (0.00%)

