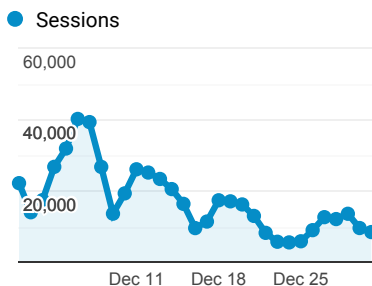


# Ready Web Performance Metrics

Dec 1, 2017 - Dec 31, 2017

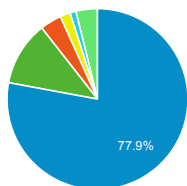
All Users  
100.00% Sessions

## Visits to Ready



## Average Number of Visits per Visitor

1 2 3 4 5 Other



## Visits Originating from Social Netw...

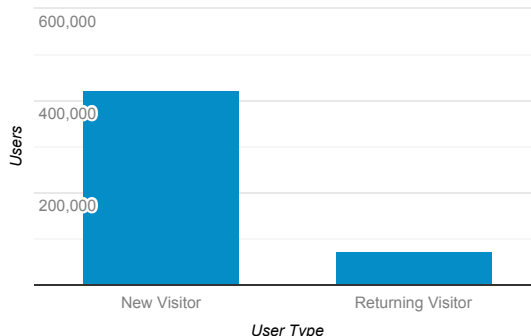
Social Network	Sessions
Facebook	21,246
Twitter	2,383
Weebly	969
reddit	660
Blogger	237
YouTube	148
Pinterest	88
LinkedIn	62
Google+	43
Wikia	35

## Total Pageviews

**1,014,492**  
% of Total: 100.00% (1,014,492)



## New vs. Returned Visitors



## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	232,581	70.55%
(direct) / (none)	154,854	68.75%
l.facebook.com / referral	11,724	89.09%
search.usa.gov / referral	11,515	45.71%
bing / organic	11,277	61.02%
m.facebook.com / referral	7,284	80.55%
classroom.google.com / referral	6,884	29.69%
google / cpc	6,628	65.13%
fema.gov / referral	5,414	58.27%
yahoo / organic	4,331	63.47%

## Bounce Rate

**68.68%**  
Avg for View: 68.68% (0.00%)



## Total Unique Visitors

**443,992**  
% of Total: 100.00% (443,992)



## Top Visited Pages

Page Title	Pageviews
Make A Plan   Ready.gov	91,498
Plan Ahead for Disasters   Ready.gov	83,605
Build A Kit   Ready.gov	83,112
Emergency Alerts   Ready.gov	38,819
Earthquakes   Ready.gov	37,813
Snowstorms & Extreme Cold   Ready.gov	34,620
Nuclear Blast   Ready.gov	33,745
Volcanoes   Ready.gov	31,303
Hurricanes   Ready.gov	25,126
Wildfires   Ready.gov	23,882

## Avg. Pages / Visit

**1.88**  
Avg for View: 1.88 (0.00%)



## Avg. Visit Duration

**00:01:57**  
Avg for View: 00:01:57 (0.00%)



## Avg. Time on Page

**00:02:12**  
Avg for View: 00:02:12 (0.00%)

