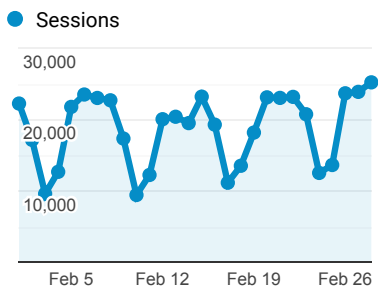


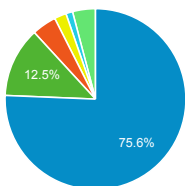
All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

1 2 3 4 5 Other



Visits Originating from Social Netw...

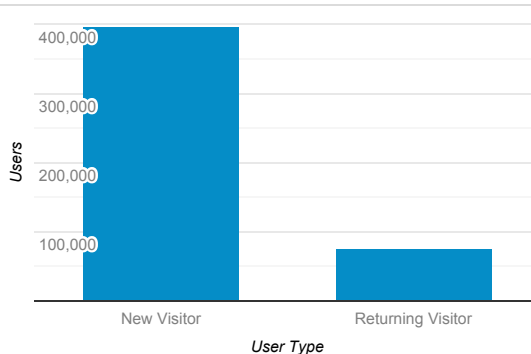
Social Network	Sessions
Facebook	13,583
Twitter	2,230
Weebly	673
reddit	285
YouTube	224
LinkedIn	170
Blogger	110
Pinterest	97
wikiHow	27
Yammer	18

Total Pageviews

1,073,911
% of Total: 100.00% (1,073,911)



New vs. Returned Visitors



Total Unique Visitors

420,324
% of Total: 100.00% (420,324)



Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	72,547
Build A Kit Ready.gov	69,479
Earthquakes Ready.gov	52,924
Make A Plan Ready.gov	43,229
Active Shooter Ready.gov	40,373
Be Informed Ready.gov	37,866
Volcanoes Ready.gov	34,153
Tornadoes Ready.gov	33,296
Hurricanes Ready.gov	32,155
Floods Ready.gov	27,914

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	263,076	70.40%
(direct) / (none)	131,273	59.70%
bing / organic	13,922	61.07%
search.usa.gov / referral	13,879	43.66%
m.facebook.com / referral	10,254	83.43%
classroom.google.com / referral	7,585	31.69%
fema.gov / referral	7,262	57.37%
google / cpc	5,738	64.76%
yahoo / organic	4,319	62.26%
aol / februarymodule	3,654	85.55%

Avg. Pages / Visit

2.04
Avg for View: 2.04 (0.00%)



Avg. Visit Duration

00:02:22
Avg for View: 00:02:22 (0.00%)



Avg. Time on Page

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



Bounce Rate

65.08%
Avg for View: 65.08% (0.00%)

