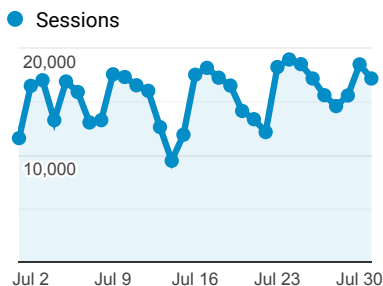


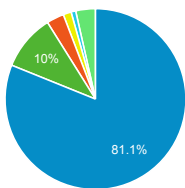
All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

1 2 3 4 5 Other



Visits Originating from Social Netw...

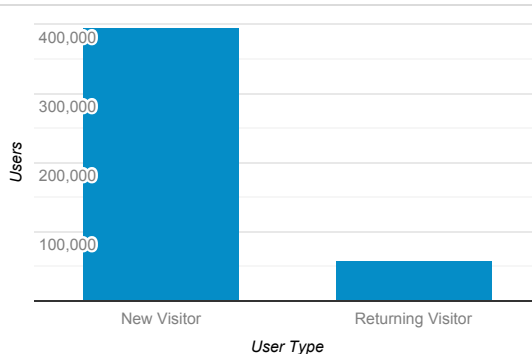
Social Network	Sessions
Facebook	7,834
Twitter	2,167
YouTube	821
LinkedIn	151
reddit	148
Sina Weibo	128
Blogger	94
Pinterest	44
Weebly	34
WordPress	21

Total Pageviews

794,356
% of Total: 100.00% (794,356)



New vs. Returned Visitors



Total Unique Visitors

409,551
% of Total: 100.00% (409,551)



Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	82,759
Plan Ahead for Disasters Ready.gov	80,130
Make A Plan Ready.gov	50,991
Emergency Alerts Ready.gov	31,006
Floods Ready.gov	21,920
Hurricanes Ready.gov	20,330
Community Emergency Response Team Ready.gov	19,982
Earthquakes Ready.gov	18,122
Active Shooter Ready.gov	17,548
Wildfires Ready.gov	15,771

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	225,147	71.12%
(direct) / (none)	130,639	72.08%
bing / organic	11,729	59.66%
appnexus.com / banner	11,120	90.67%
apple.com / tracking	10,988	91.36%
fema.gov / referral	6,106	52.10%
m.facebook.com / referral	5,686	78.68%
google / cpc	4,616	56.72%
search.usa.gov / referral	4,507	38.85%
yahoo / organic	4,011	61.85%

Avg. Pages / Visit

1.65
Avg for View: 1.65 (0.00%)



Avg. Visit Duration

00:01:36
Avg for View: 00:01:36 (0.00%)



Avg. Time on Page

00:02:27
Avg for View: 00:02:27 (0.00%)



Bounce Rate

70.52%
Avg for View: 70.52% (0.00%)

