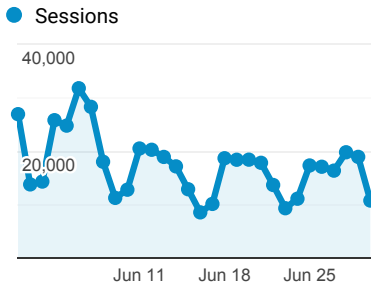


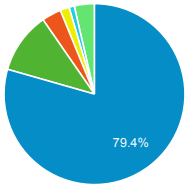
All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

1 2 3 4 5 Other



Visits Originating from Social Netw...

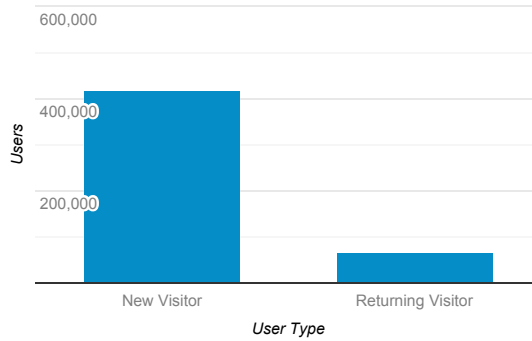
Social Network	Sessions
Facebook	12,039
Twitter	2,944
YouTube	353
LinkedIn	204
Blogger	193
reddit	176
Pinterest	135
Weebly	111
Instagram	30
wikiHow	26

Total Pageviews

922,494
% of Total: 100.00% (922,494)



New vs. Returned Visitors



Total Unique Visitors

438,072
% of Total: 100.00% (438,072)



Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	109,613
Plan Ahead for Disasters Ready.gov	84,405
Make A Plan Ready.gov	58,821
Hurricanes Ready.gov	44,726
Earthquakes Ready.gov	25,961
Community Emergency Res ponse Team Ready.gov	20,540
Tornadoes Ready.gov	20,190
Active Shooter Ready.gov	19,994
Volcanoes Ready.gov	19,764
Floods Ready.gov	19,383

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	235,905	71.63%
(direct) / (none)	154,453	67.84%
bing / organic	13,012	58.80%
appnexus.com / banner	9,742	92.70%
m.facebook.com / referral	9,278	82.22%
fema.gov / referral	8,153	54.92%
google / cpc	6,502	58.80%
ioa.desire2learn.com / referral	4,322	23.51%
yahoo / organic	4,116	65.14%
search.usa.gov / referral	3,580	39.05%

Avg. Pages / Visit

1.76
Avg for View: 1.76 (0.00%)



Avg. Visit Duration

00:01:48
Avg for View: 00:01:48 (0.00%)



Avg. Time on Page

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



Bounce Rate

68.32%
Avg for View: 68.32% (0.00%)

