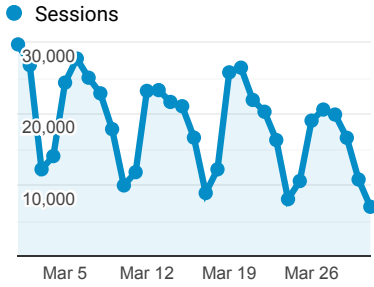


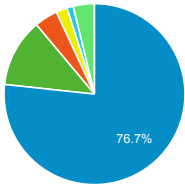
All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

■ 1
 ■ 2
 ■ 3
 ■ 4
 ■ 5
 ■ Other



Visits Originating from Social Netw...

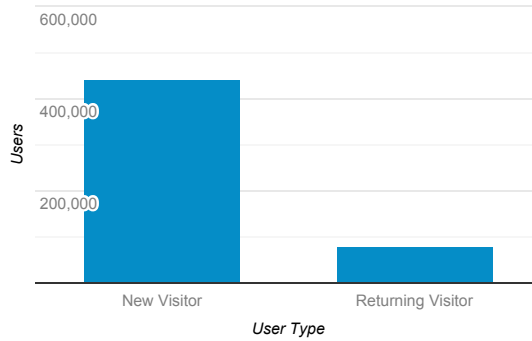
Social Network	Sessions
Facebook	13,740
Twitter	2,871
Weebly	1,349
reddit	394
YouTube	261
Blogger	117
Pinterest	88
LinkedIn	76
StumbleUpon	37
WordPress	37

Total Pageviews

1,142,166
% of Total: 100.00% (1,142,166)



New vs. Returned Visitors



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	276,084	70.74%
(direct) / (none)	156,954	61.66%
bing / organic	15,059	60.40%
search.usa.gov / referral	13,747	44.67%
m.facebook.com / referral	10,193	80.13%
fema.gov / referral	6,809	57.10%
classroom.google.com / referral	6,417	29.97%
google / cpc	5,969	62.81%
yahoo / organic	4,533	62.54%
community.fema.gov / referral	4,526	29.85%

Bounce Rate

65.49%
Avg for View: 65.49% (0.00%)



Total Unique Visitors

463,019
% of Total: 100.00% (463,019)



Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	89,832
Build A Kit Ready.gov	82,227
Make A Plan Ready.gov	47,056
Earthquakes Ready.gov	46,091
Tornadoes Ready.gov	42,982
Be Informed Ready.gov	36,827
Hurricanes Ready.gov	34,319
Active Shooter Ready.gov	31,250
Floods Ready.gov	30,362
Build a Kit	29,411

Avg. Pages / Visit

2.00
Avg for View: 2.00 (0.00%)



Avg. Visit Duration

00:02:15
Avg for View: 00:02:15 (0.00%)



Avg. Time on Page

00:02:14
Avg for View: 00:02:14 (0.00%)

