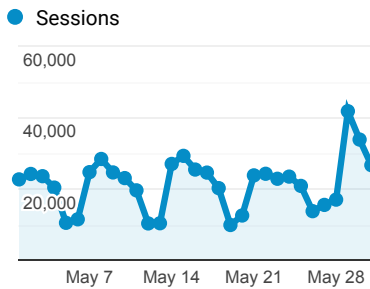


Ready Web Performance Metrics

May 1, 2018 - May 31, 2018

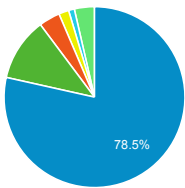
All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

1 2 3 4 5 Other



Visits Originating from Social Netw...

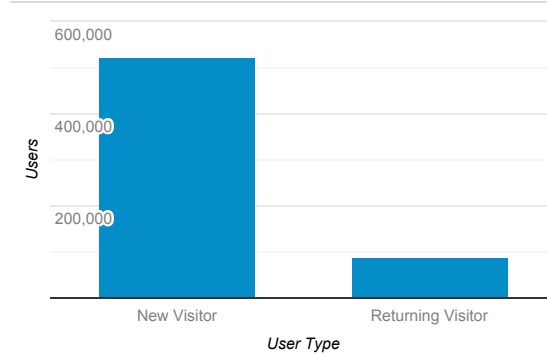
| Social Network | Sessions |
|----------------|----------|
| Facebook | 11,734 |
| Twitter | 3,407 |
| YouTube | 603 |
| Weebly | 283 |
| Blogger | 273 |
| reddit | 209 |
| LinkedIn | 116 |
| Pinterest | 60 |
| Tagged | 50 |
| Wikia | 36 |

Total Pageviews

1,317,462
% of Total: 100.00% (1,317,462)



New vs. Returned Visitors



Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|---------------------------------|----------|-------------|
| google / organic | 334,793 | 71.45% |
| (direct) / (none) | 173,292 | 63.21% |
| bing / organic | 16,684 | 60.57% |
| fema.gov / referral | 11,455 | 58.12% |
| appnexus.com / banner | 10,261 | 92.68% |
| classroom.google.com / referral | 10,013 | 25.81% |
| google / cpc | 9,122 | 60.09% |
| m.facebook.com / referral | 8,618 | 78.28% |
| search.usa.gov / referral | 6,684 | 42.76% |
| yahoo / organic | 5,221 | 65.31% |

Bounce Rate

66.86%
Avg for View: 66.86% (0.00%)



Total Unique Visitors

541,093
% of Total: 100.00% (541,093)



Top Visited Pages

| Page Title | Pageviews |
|--------------------------------------|-----------|
| Plan Ahead for Disasters Ready.gov | 107,115 |
| Build A Kit Ready.gov | 104,508 |
| Make A Plan Ready.gov | 64,592 |
| Hurricanes Ready.gov | 60,572 |
| Emergency Alerts Ready.gov | 53,468 |
| Tornadoes Ready.gov | 46,552 |
| Earthquakes Ready.gov | 45,309 |
| Volcanoes Ready.gov | 37,930 |
| Be Informed Ready.gov | 34,405 |
| Build a Kit | 33,080 |

Avg. Pages / Visit

1.97
Avg for View: 1.97 (0.00%)



Avg. Visit Duration

00:02:11
Avg for View: 00:02:11 (0.00%)



Avg. Time on Page

00:02:13
Avg for View: 00:02:13 (0.00%)

