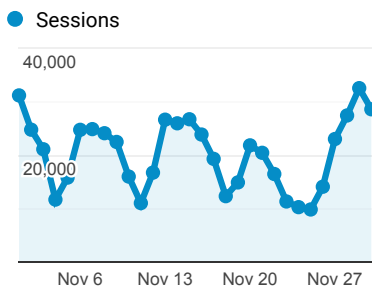


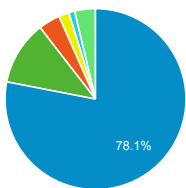
All Users  
100.00% Sessions

### Visits to Ready



### Average Number of Visits per Visitor

■ 1 ■ 2 ■ 3 ■ 4 ■ 5  
■ Other



### Visits Originating from Social Netw...

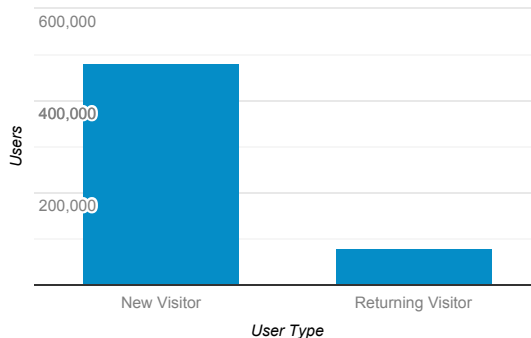
Social Network	Sessions
Facebook	18,425
Twitter	1,632
Weebly	627
reddit	613
YouTube	254
Blogger	140
Pinterest	73
Instagram	70
wikiHow	66
Wikia	53

### Total Pageviews

**1,179,927**  
% of Total: 100.00% (1,179,927)



### New vs. Returned Visitors



### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	277,548	70.96%
(direct) / (none)	166,646	65.73%
bing / organic	15,262	61.38%
search.usa.gov / referral	15,140	44.51%
l.facebook.com / referral	10,881	89.57%
classroom.google.com / referral	8,020	26.56%
fema.gov / referral	7,406	59.41%
google / cpc	7,178	63.79%
defense.gov / referral	7,115	62.64%
yahoo / organic	5,903	63.36%

### Bounce Rate

**67.68%**  
Avg for View: 67.68% (0.00%)



### Total Unique Visitors

**502,071**  
% of Total: 100.00% (502,071)



### Top Visited Pages

Page Title	Pageviews
Make A Plan   Ready.gov	107,887
Plan Ahead for Disasters   Ready.gov	102,139
Build A Kit   Ready.gov	77,228
Earthquakes   Ready.gov	47,294
Volcanoes   Ready.gov	46,072
Hurricanes   Ready.gov	35,921
Be Informed   Ready.gov	30,404
Nuclear Blast   Ready.gov	28,681
Tornadoes   Ready.gov	28,572
Build a Kit	27,294

### Avg. Pages / Visit

**1.93**  
Avg for View: 1.93 (0.00%)



### Avg. Visit Duration

**00:02:05**  
Avg for View: 00:02:05 (0.00%)



### Avg. Time on Page

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

