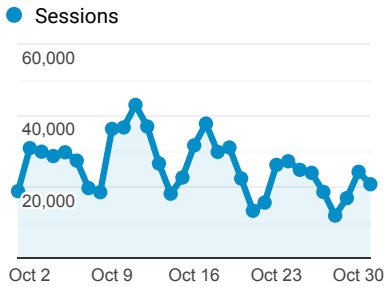


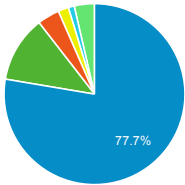
**All Users**  
100.00% Sessions

### Visits to Ready



### Average Number of Visits per Visitor

■ 1 ■ 2 ■ 3 ■ 4 ■ 5  
■ Other



### Visits Originating from Social Netw...

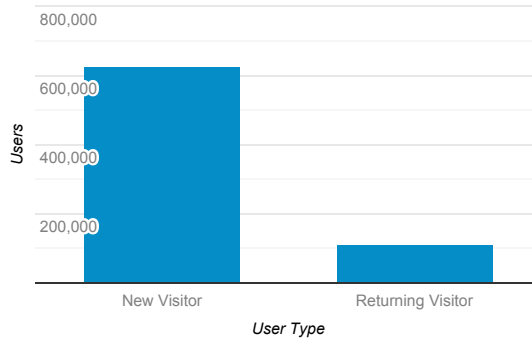
Social Network	Sessions
Facebook	32,230
Twitter	3,062
reddit	796
Weebly	701
YouTube	362
Instagram	178
LinkedIn	169
Blogger	163
Pinterest	137
Hacker News	93

### Total Pageviews

**1,548,719**  
% of Total: 100.00% (1,548,719)



### New vs. Returned Visitors



### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	354,042	68.24%
(direct) / (none)	217,082	66.32%
bing / organic	20,429	59.23%
search.usa.gov / referral	18,138	45.75%
fema.gov / referral	15,321	62.99%
m.facebook.com / referral	14,507	78.35%
l.facebook.com / referral	12,691	87.63%
classroom.google.com / referral	10,227	32.07%
google / cpc	10,038	62.46%
yahoo / organic	9,627	60.64%

### Bounce Rate

**65.79%**  
Avg for View: 65.79% (0.00%)



### Total Unique Visitors

**650,310**  
% of Total: 100.00% (650,310)



### Top Visited Pages

Page Title	Pageviews
Build A Kit   Ready.gov	164,949
Make A Plan   Ready.gov	142,722
Plan Ahead for Disasters   Ready.gov	123,537
Hurricanes   Ready.gov	63,986
Earthquakes   Ready.gov	61,554
Nuclear Blast   Ready.gov	45,584
Emergency Alerts   Ready.gov	40,285
Community Emergency Response Team   Ready.gov	37,712
Be Informed   Ready.gov	36,400
Build a Kit	33,092

### Avg. Pages / Visit

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



### Avg. Visit Duration

**00:02:03**  
Avg for View: 00:02:03 (0.00%)



### Avg. Time on Page

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

