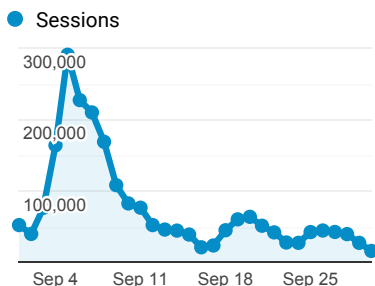


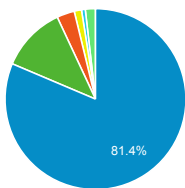
All Users  
100.00% Sessions

### Visits to Ready



### Average Number of Visits per Visitor

1 2 3 4 5 Other



### Visits Originating from Social Netw...

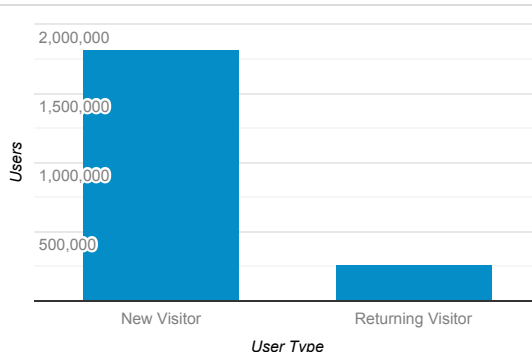
Social Network	Sessions
Facebook	193,696
Twitter	30,582
reddit	3,315
YouTube	1,330
Instagram	906
LinkedIn	780
Weebly	370
Blogger	291
Pinterest	251
WordPress	169

### Total Pageviews

**3,950,648**  
% of Total: 100.00% (3,950,648)



### New vs. Returned Visitors



### Total Unique Visitors

**1,848,634**  
% of Total: 100.00% (1,848,634)



### Top Visited Pages

Page Title	Pageviews
Build A Kit   Ready.gov	749,421
Hurricanes   Ready.gov	558,246
Make A Plan   Ready.gov	320,785
Plan Ahead for Disasters   Ready.gov	319,903
Earthquakes   Ready.gov	111,911
National Preparedness Month   Ready.gov	107,669
Evacuation   Ready.gov	106,044
Food   Ready.gov	102,567
Nuclear Blast   Ready.gov	93,293
Emergency Alerts   Ready.gov	82,171

### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	786,534	66.04%
(direct) / (none)	623,736	65.12%
m.facebook.com / referral	153,966	74.43%
nhc.noaa.gov / referral	131,354	55.27%
fema.gov / referral	53,419	61.78%
bing / organic	45,120	56.09%
search.usa.gov / referral	31,521	46.02%
t.co / referral	29,061	75.14%
facebook.com / referral	27,850	72.13%
yahoo / organic	24,707	59.65%

### Avg. Pages / Visit

**1.75**  
Avg for View: 1.75 (0.00%)



### Avg. Visit Duration

**00:01:43**  
Avg for View: 00:01:43 (0.00%)



### Avg. Time on Page

**00:02:16**  
Avg for View: 00:02:16 (0.00%)



### Bounce Rate

**64.22%**  
Avg for View: 64.22% (0.00%)

