

Ready Web Performance Metrics

Feb 1, 2017 - Feb 28, 2017

All Users
100.00% Sessions

Total Visits

500,293

% of Total: 100.00% (500,293)



Avg. Visit Duration

00:02:02

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



Pageviews

967,724

% of Total: 100.00% (967,724)



Unique Visitors

414,899

% of Total: 100.00% (414,899)



Avg. Pages / Visit

1.93

Avg for View: 1.93 (0.00%)



Avg. Time on Page

00:02:10

Avg for View: 00:02:10 (0.00%)



Bounce Rate

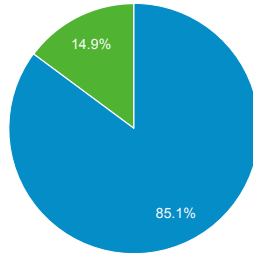
65.56%

Avg for View: 65.56% (0.00%)



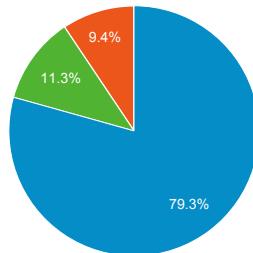
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Ready.gov	97,994	63.32%
Basic Disaster Supplies Kit Ready.gov	44,375	61.79%
Tornadoes Ready.gov	41,208	75.78%
Earthquakes Ready.gov	40,526	74.59%
Make A Plan Ready.gov	31,811	62.53%

Visits by Social Network

Social Network	Sessions
Facebook	7,184
Twitter	2,697
Weebly	857
reddit	200
Blogger	112
LinkedIn	104
YouTube	82
Pinterest	49
Wikia	45
wikiHow	43

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	199,255	67.26%
(direct) / (none)	109,572	60.28%
facebook / newsfeed	20,658	92.46%
bing / organic	18,455	64.38%
search.usa.gov / referral	12,847	41.46%
google / cpc	8,820	66.10%
google.org / referral	8,635	69.22%
yahoo / organic	7,673	62.91%
track.celtra.com / referral	7,464	90.78%
aol / februarymodule	5,850	89.44%