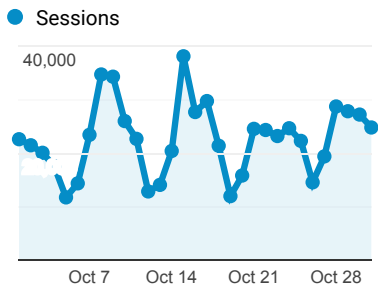


Ready Web Performance Metrics

Oct 1, 2019 - Oct 31, 2019

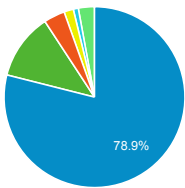
All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

1 2 3 4 5 Other



Visits Originating from Social Netw...

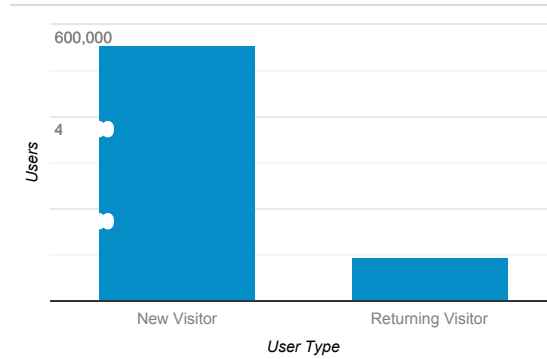
Social Network	Sessions
Facebook	18,777
Twitter	2,730
Weebly	617
reddit	254
YouTube	227
LinkedIn	163
Blogger	68
Instagram Stories	60
Instagram	48
Pinterest	26

Total Pageviews

1,281,389
% of Total: 100.00% (1,281,389)



New vs. Returned Visitors



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	347,012	68.40%
(direct) / (none)	155,657	63.19%
adcouncil.org / banner	56,830	82.96%
m.facebook.com / referral	15,962	72.06%
search.usa.gov / referral	13,526	46.09%
bing / organic	10,882	64.14%
classroom.google.com / referral	7,175	26.93%
fema.gov / referral	5,290	45.48%
google / cpc	4,892	61.92%
yahoo / organic	3,287	60.69%

Bounce Rate

66.49%
Avg for View: 66.49% (0.00%)



Total Unique Visitors

574,041
% of Total: 100.00% (574,041)



Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	168,828
Build A Kit Ready.gov	71,223
Earthquakes Ready.gov	61,547
Build a Kit	56,912
Power Outages Ready.gov	47,134
Make A Plan Ready.gov	45,814
Welcome to Ready Kids! Ready.gov	40,710
Emergency Alerts Ready.gov	32,213
Floods Ready.gov	32,166
Community Emergency Response Team Ready.gov	30,263

Avg. Pages / Visit

1.82
Avg for View: 1.82 (0.00%)



Avg. Visit Duration

00:01:58
Avg for View: 00:01:58 (0.00%)



Avg. Time on Page

00:02:23
Avg for View: 00:02:23 (0.00%)

