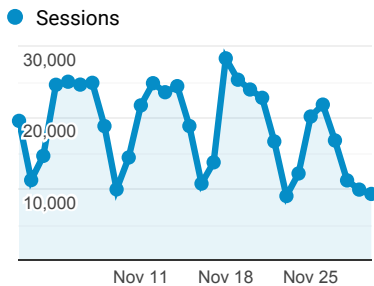


Ready Web Performance Metrics

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Visits to Ready



Average Number of Visits per Visitor

Count of Sessions	Users
1	431,297
2	65,857
3	21,807
4	10,000
5	5,506
6	3,362
7	2,280
8	1,662
9	1,238
10	938

Visits Originating from Social Netw...

Social Network	Sessions
Facebook	7,006
Twitter	1,162
Weebly	296
YouTube	178
reddit	152
LinkedIn	63
Yammer	61
Blogger	41
Ning	26
Pinterest	16

Total Pageviews

1,007,278

% of Total: 100.00% (1,007,278)



New vs. Returned Visitors

User Type	Users
New Visitor	431,297
Returning Visitor	74,259

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	284,375	69.16%
(direct) / (none)	115,715	62.84%
adcouncil.org / banner	38,652	84.09%
search.usa.gov / referral	10,983	46.48%
classroom.google.com / referral	9,422	33.42%
w.main.welcomescreen.aol.com / referral	7,811	90.83%
bing / organic	7,504	61.43%
m.facebook.com / referral	5,554	73.71%
fema.gov / referral	3,879	42.05%
google / cpc	3,381	63.50%

Bounce Rate

67.14%

Avg for View: 67.14% (0.00%)



Total Unique Visitors

448,239

% of Total: 100.00% (448,239)



Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	117,889
Build A Kit Ready.gov	52,390
Build a Kit	34,600
Tsunamis Ready.gov	33,508
Earthquakes Ready.gov	32,407
Welcome to Ready Kids! Ready.gov	32,247
Make A Plan Ready.gov	31,004
Volcanoes Ready.gov	29,533
Floods Ready.gov	28,057
Disaster Master	25,483

Avg. Pages / Visit

1.82

Avg for View: 1.82 (0.00%)



Avg. Visit Duration

00:02:07

Avg for View: 00:02:07 (0.00%)



Avg. Time on Page

00:02:33

Avg for View: 00:02:33 (0.00%)



