

Ready Web Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20200909	79,719
20200910	69,307
20200908	68,360
20200911	57,923
20200914	51,830
20200917	49,195
20200915	48,346
20200902	44,651
20200916	44,150
20200901	41,659

Average Number of Visits per Visitor

Count of Sessions	Users
1	936,578
2	128,726
3	41,159
4	19,942
5	11,361
6	7,461
7	5,088
8	3,757
9	2,899
10	2,356

Avg. Time on Page

00:02:09
Avg for View: 00:02:09 (0.00%)

Avg. Visit Duration

00:01:50
Avg for View: 00:01:50 (0.00%)

Total Pageviews

2,188,662
% of Total: 100.00% (2,188,662)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	501,217	66.77%
(direct) / (none)	358,757	65.64%
m.facebook.com / referral	41,885	66.86%
fema.gov / referral	19,849	50.14%
wildfire.oregon.gov / referral	17,305	64.92%
oath.com / banner	15,753	42.86%
lnks.gd / referral	14,951	61.17%
t.co / referral	13,377	63.46%
bing / organic	12,356	53.91%
adcouncil.org / banner	11,695	80.09%

Bounce Rate

64.69%
Avg for View: 64.69% (0.00%)

Pageviews by Source

Source	Pageviews
google	815,944
(direct)	694,822
oath.com	72,513
m.facebook.com	55,867
fema.gov	45,872
bing	32,499
classroom.google.com	32,182
search.usa.gov	27,357
lnks.gd	27,311
wildfire.oregon.gov	25,366

Total Unique Visitors

962,549
% of Total: 100.00% (962,549)

Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	316,711
Plan Ahead for Disasters Ready.gov	282,000
Make A Plan Ready.gov	122,133
National Preparedness Month Ready.gov	121,878
Wildfires Ready.gov	116,116
Emergency Alerts Ready.gov	99,777
Earthquakes Ready.gov	55,323
Hurricanes Ready.gov	44,339
Build a Kit	43,820
Welcome to Ready Kids! Ready.gov	41,746

Avg. Pages / Visit

1.84
Avg for View: 1.84 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	51,438
Twitter	13,494
YouTube	1,140
LinkedIn	802
reddit	579
Weebly	457
Blogger	428
Instagram	230
Instagram Stories	189
Yammer	97

