

Ready Web Performance Metrics

Apr 1, 2023 - Apr 30, 2023

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20230426	42,365
20230427	42,000
20230425	41,397
20230428	38,360
20230424	37,601
20230420	35,269
20230418	32,463
20230419	32,423
20230417	30,697
20230430	29,459

Average Number of Visits per Visitor

Count of Sessions	Users
1	633,905
2	93,988
3	35,072
4	17,647
5	10,052
6	6,106
7	4,016
8	2,829
9	2,063
10	1,551

Avg. Time on Page

00:02:20
Avg for View: 00:02:20 (0.00%)

Avg. Visit Duration

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

Total Pageviews

1,412,508
% of Total: 100.00% (1,412,508)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	238,817	67.32%
(direct) / (none)	174,228	68.51%
facebook / paid_social	116,644	90.17%
doubleverify.com / display	78,665	93.20%
classroom.google.com / referral	26,779	27.05%
AdCouncil / dis	17,840	89.57%
ebay.com / display	12,999	95.05%
search.usa.gov / referral	12,635	45.70%
bing / organic	11,857	58.69%
fema.gov / referral	7,964	44.94%

Bounce Rate

72.08%
Avg for View: 72.08% (0.00%)

Pageviews by Source

Source	Pageviews
google	404,850
(direct)	330,315
facebook	126,303
classroom.google.com	116,028
doubleverify.com	88,552
search.usa.gov	34,627
bing	26,233
AdCouncil	22,874
fema.gov	20,213
ebay.com	13,959

Total Unique Visitors

656,059
% of Total: 100.00% (656,059)

Top Visited Pages

Page Title	Pageviews
Make A Plan Ready.gov	254,186
Plan Ahead for Disasters Ready.gov	105,664
Build A Kit Ready.gov	96,373
Build a Kit	51,347
Haga un Plan Ready.gov	49,826
Disaster Master	45,464
Disaster Facts Ready.gov	36,532
Emergency Alerts Ready.gov	35,841
Earthquakes Ready.gov	34,845
Tornadoes Ready.gov	30,300

Avg. Pages / Visit

1.73
Avg for View: 1.73 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	11,818
Twitter	2,183
reddit	452
YouTube	167
Instagram	102
Naver	70
Weebly	65
LinkedIn	64
Instagram Stories	28
Pinterest	15

READY.gov Search Web Performance Metrics

Apr 1, 2023 - Apr 30, 2023

All Users
100.00% Sessions

Total Visits

817,053

% of Total: 100.00% (817,053)



Searches Using the Search Form on READY.gov

12,635

% of Total: 1.55% (817,053)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.ready.gov	48
disaster master	11
생존 키트	11
https://www.ready.gov/kit	10
https://www.ready.gov/kids/disaster-facts	8
"what-is-system-protection-agreement"	7
https://www.ready.gov/alerts	7
https://www.ready.gov/radiation	5
https://www.ready.gov/	4
https://www.ready.gov/heat	4

Q1 How would you rate your overall experience today?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	36.90%	69
Above Average	30.48%	57
Average	21.93%	41
Below Average	2.67%	5
Poor	8.02%	15
TOTAL		187

Q2 What information were you looking for today?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	2.14%	4
Disaster assistance: applying, checking my status, or learning more about assistance	8.02%	15
Disaster declarations	1.07%	2
Disasters (specifically, types of disasters)	9.09%	17
Email, RSS feeds, or subscription services	0.53%	1
Employment or contracting opportunities	0.53%	1
Exercises	1.60%	3
Flood insurance	0.00%	0
Flood maps	1.07%	2
Forms or publications	2.67%	5
Grants	1.60%	3
Information about FEMA	2.67%	5
News	0.53%	1
Photographs	1.07%	2
Preparing for a disaster	39.57%	74
Recovering from a disaster	2.67%	5
Training	5.88%	11
Video	1.60%	3
Other	17.65%	33
TOTAL		187

Q3 Were you able to complete the purpose of your visit?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	75.94%	142
No	24.06%	45
TOTAL		187

Q4 If you answered "No" to question 3, please select the option that best describes your difficulty.

Answered: 68 Skipped: 119

ANSWER CHOICES	RESPONSES	
Bad link	11.76%	8
Content wasn't easy to understand	13.24%	9
Error on page	5.88%	4
Multimedia/technical problem	7.35%	5
Outdated information	10.29%	7
Other	51.47%	35
TOTAL		68

Q5 Would you still return to this website if you could get this information or service from another source?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	88.24%	165
No	11.76%	22
TOTAL		187

Q6 Will you recommend this website to a friend or colleague?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	81.82%	153
No	18.18%	34
TOTAL		187

Q7 Which one of the following best describes you?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	9.63%	18
Disaster Survivor	6.95%	13
Emergency Managers and Personnel	6.95%	13
First Responder	4.28%	8
Government Official or Employee	6.42%	12
Home (Property) Owner	14.97%	28
Insurance Agent	1.07%	2
Job Seeker	0.00%	0
Media	1.60%	3
Student or Educator	29.95%	56
Other	18.18%	34
TOTAL		187

Q8 How was your experience finding your way around (navigating) Ready.gov today?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	62.03%	116
Had technical difficulties (e.g. error messages, broken links)	3.74%	7
Links did not take me where I expected	4.81%	9
Links/labels are difficult to understand, they are not intuitive	3.74%	7
Navigated to general area but couldn't find the specific content needed	5.88%	11
Too many links or navigational choices	4.81%	9
Would often feel lost, not know where I was	2.67%	5
Other	12.30%	23
TOTAL		187

Q9 How was your experience using our site search?

Answered: 187 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	41.18%	77
Encountered no difficulties	29.95%	56
I was not sure what words to use in my search	4.81%	9
Results were not helpful	4.28%	8
Results were not relevant to my search terms or needs	3.21%	6
Results were too similar/redundant	1.07%	2
Returned not enough or no results	1.60%	3
Returned too many results	3.21%	6
Other	10.70%	20
TOTAL		187