

Ready Web Performance Metrics

Apr 1, 2022 - Apr 30, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220406	37,432
20220405	34,311
20220404	32,883
20220407	32,490
20220428	32,292
20220427	31,984
20220426	31,773
20220412	31,181
20220421	30,396
20220419	29,243

Average Number of Visits per Visitor

Count of Sessions	Users
1	593,886
2	91,943
3	33,703
4	16,411
5	9,280
6	5,908
7	4,048
8	2,872
9	2,157
10	1,697

Avg. Time on Page

00:02:30
Avg for View: 00:02:30 (0.00%)

Avg. Visit Duration

00:02:11
Avg for View: 00:02:11 (0.00%)

Total Pageviews

1,451,320
% of Total: 100.00% (1,451,320)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	332,849	65.72%
(direct) / (none)	197,377	67.79%
quantcast.com / display	34,621	95.47%
AdCouncil / dis	28,619	84.22%
classroom.google.com / referral	25,574	22.80%
bing / organic	11,137	60.37%
search.usa.gov / referral	10,331	45.04%
fema.gov / referral	7,777	42.39%
l.instagram.com / referral	7,154	76.27%
ebay.com / display	7,063	93.59%

Bounce Rate

66.13%
Avg for View: 66.13% (0.00%)

Pageviews by Source

Source	Pageviews
google	549,192
(direct)	376,982
classroom.google.com	117,935
AdCouncil	42,491
quantcast.com	36,246
search.usa.gov	27,575
bing	23,292
fema.gov	21,411
app.nearpod.com	11,281
usa.gov	9,322

Total Unique Visitors

621,570
% of Total: 100.00% (621,570)

Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	132,083
Make A Plan Ready.gov	130,387
Plan Ahead for Disasters Ready.gov	123,021
Nuclear Explosion Ready.gov	90,091
Build a Kit	72,085
Disaster Master	46,144
Disaster Facts Ready.gov	39,668
Tsunamis Ready.gov	36,963
Earthquakes Ready.gov	30,409
Tornadoes Ready.gov	29,323

Avg. Pages / Visit

1.86
Avg for View: 1.86 (0.00%)

Visits Originating from Social Netw...

Social Network	Sessions
Facebook	12,301
Instagram	7,154
Twitter	2,567
Instagram Stories	1,508
reddit	522
YouTube	290
LinkedIn	121
Weebly	84
Pinterest	53
Quora	28

READY.gov Search Web Performance Metrics

Apr 1, 2022 - Apr 30, 2022

All Users
100.00% Sessions

Total Visits

778,964

% of Total: 100.00% (778,964)



Searches Using the Search Form on READY.gov

10,331

% of Total: 1.33% (778,964)



Organic Searches (Reported by Google)

Keyword	Organic Searches
생존키트	11
https://www.ready.gov/nuclear-explosion	7
ready.gov	7
https://www.ready.gov/kids/know-the-facts	6
https://www.ready.gov/plan	5
https://www.ready.gov/kids/games/data/dm-english/	4
risk assessment	4
토네이도 대비	4
https://www.ready.gov/be-informed	3
https://www.ready.gov/kit	3

Q1 How would you rate your overall experience today?

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	42.02%	100
Above Average	30.25%	72
Average	18.91%	45
Below Average	2.94%	7
Poor	5.88%	14
TOTAL		238

Q2 What information were you looking for today?

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	4.20%	10
Disaster assistance: applying, checking my status, or learning more about assistance	11.34%	27
Disaster declarations	0.84%	2
Disasters (specifically, types of disasters)	13.87%	33
Email, RSS feeds, or subscription services	0.84%	2
Employment or contracting opportunities	0.42%	1
Exercises	1.26%	3
Flood insurance	1.26%	3
Flood maps	0.42%	1
Forms or publications	1.68%	4
Grants	0.42%	1
Information about FEMA	2.10%	5
News	0.42%	1
Photographs	0.42%	1
Preparing for a disaster	36.13%	86
Recovering from a disaster	0.84%	2
Training	8.82%	21
Video	2.52%	6
Other	12.18%	29
TOTAL		238

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

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	82.35%	196
No	17.65%	42
TOTAL		238

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

Answered: 74 Skipped: 164

ANSWER CHOICES	RESPONSES	
Bad link	13.51%	10
Content wasn't easy to understand	16.22%	12
Error on page	6.76%	5
Multimedia/technical problem	10.81%	8
Outdated information	10.81%	8
Other	41.89%	31
TOTAL		74

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

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.82%	209
No	12.18%	29
TOTAL		238

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

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	84.45%	201
No	15.55%	37
TOTAL		238

Q7 Which one of the following best describes you?

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	9.24%	22
Disaster Survivor	5.46%	13
Emergency Managers and Personnel	10.50%	25
First Responder	3.36%	8
Government Official or Employee	3.36%	8
Home (Property) Owner	18.91%	45
Insurance Agent	0.84%	2
Job Seeker	1.68%	4
Media	0.84%	2
Student or Educator	30.25%	72
Other	15.55%	37
TOTAL		238

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

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	67.65%	161
Had technical difficulties (e.g. error messages, broken links)	5.04%	12
Links did not take me where I expected	4.20%	10
Links/labels are difficult to understand, they are not intuitive	4.20%	10
Navigated to general area but couldn't find the specific content needed	5.04%	12
Too many links or navigational choices	1.26%	3
Would often feel lost, not know where I was	2.10%	5
Other	10.50%	25
TOTAL		238

Q9 How was your experience using our site search?

Answered: 238 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	36.97%	88
Encountered no difficulties	35.29%	84
I was not sure what words to use in my search	5.88%	14
Results were not helpful	3.78%	9
Results were not relevant to my search terms or needs	2.94%	7
Results were too similar/redundant	2.94%	7
Returned not enough or no results	0.84%	2
Returned too many results	0.84%	2
Other	10.50%	25
TOTAL		238