

Ready Web Performance Metrics

Aug 1, 2023 - Aug 31, 2023

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20230828	62,507
20230829	56,317
20230819	50,422
20230818	44,648
20230820	43,922
20230830	37,140
20230821	32,862
20230817	27,954
20230831	26,195
20230822	25,551

Average Number of Visits per Visitor

Count of Sessions	Users
1	618,648
2	78,795
3	24,276
4	10,997
5	6,434
6	4,200
7	3,044
8	2,351
9	1,810
10	1,431

Avg. Time on Page

00:02:10
Avg for View: 00:02:10 (0.00%)

Avg. Visit Duration

00:01:29
Avg for View: 00:01:29 (0.00%)

Total Pageviews

1,288,818
% of Total: 100.00% (1,288,818)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	297,886	70.12%
google / organic	232,472	67.93%
bing / organic	13,173	51.98%
fema.gov / referral	12,944	46.91%
liveintent.com / display	12,180	86.63%
floridadisaster.org / referral	10,639	72.32%
m.facebook.com / referral	8,843	73.18%
AdCouncil / dis	8,344	89.84%
weatherkit.apple.com / referral	7,777	51.19%
weather.gov / referral	6,373	61.01%

Bounce Rate

68.12%
Avg for View: 68.12% (0.00%)

Pageviews by Source

Source	Pageviews
(direct)	470,892
google	394,054
bing	35,277
fema.gov	31,236
search.usa.gov	19,067
floridadisaster.org	15,999
liveintent.com	14,431
weatherkit.apple.com	14,136
AdCouncil	13,835
m.facebook.com	11,567

Total Unique Visitors

633,730
% of Total: 100.00% (633,730)

Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	201,425
Plan Ahead for Disasters Ready.gov	156,906
Make A Plan Ready.gov	92,491
Hurricanes Ready.gov	83,014
Emergency Alerts Ready.gov	49,702
Evacuation Ready.gov	33,406
National Preparedness Month Ready.gov	31,663
Extreme Heat Ready.gov	30,289
Disasters and Emergencies Ready.gov	22,645
Make a Plan Form Ready.gov	19,473

Avg. Pages / Visit

1.68
Avg for View: 1.68 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	15,970
Twitter	3,626
Instagram	1,813
reddit	1,160
Instagram Stories	465
LinkedIn	317
YouTube	116
Naver	44
Pinterest	26
Yammer	19

READY.gov Search Web Performance Metrics

Aug 1, 2023 - Aug 31, 2023

All Users
100.00% Sessions

Total Visits

768,892

% of Total: 100.00% (768,892)



Searches Using the Search Form on READY.gov

6,060

% of Total: 0.79% (768,892)



Organic Searches (Reported by Google)

Keyword	Organic Searches
gary2022.cam	734
https://www.ready.gov/kit	19
美国飓风查询官网	7
스나미	4
美国飓风中心网站	4
"complete-the-pet-protection-agreement-questionnaire-2"	3
https://www.ready.gov	3
https://www.ready.gov/business-impact-analysis#:~:text=A business impact analysis (BIA,identified during a risk assessment.	3
https://www.ready.gov/business/implementation/emergency	3
https://www.ready.gov/tsunamis	3

Q1 How would you rate your overall experience today?

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	37.81%	76
Above Average	38.31%	77
Average	17.91%	36
Below Average	1.99%	4
Poor	3.98%	8
TOTAL		201

Q2 What information were you looking for today?

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	1.49%	3
Disaster assistance: applying, checking my status, or learning more about assistance	5.47%	11
Disaster declarations	0.50%	1
Disasters (specifically, types of disasters)	3.48%	7
Email, RSS feeds, or subscription services	1.00%	2
Employment or contracting opportunities	0.00%	0
Exercises	1.49%	3
Flood insurance	0.00%	0
Flood maps	1.00%	2
Forms or publications	5.47%	11
Grants	0.50%	1
Information about FEMA	1.00%	2
News	0.50%	1
Photographs	0.00%	0
Preparing for a disaster	53.73%	108
Recovering from a disaster	1.49%	3
Training	6.47%	13
Video	1.00%	2
Other	15.42%	31
TOTAL		201

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

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.56%	176
No	12.44%	25
TOTAL		201

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

Answered: 37 Skipped: 164

ANSWER CHOICES	RESPONSES	
Bad link	0.00%	0
Content wasn't easy to understand	5.41%	2
Error on page	5.41%	2
Multimedia/technical problem	10.81%	4
Outdated information	16.22%	6
Other	62.16%	23
TOTAL		37

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

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	94.53%	190
No	5.47%	11
TOTAL		201

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

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	92.54%	186
No	7.46%	15
TOTAL		201

Q7 Which one of the following best describes you?

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	14.43%	29
Disaster Survivor	4.48%	9
Emergency Managers and Personnel	11.44%	23
First Responder	2.99%	6
Government Official or Employee	9.45%	19
Home (Property) Owner	29.85%	60
Insurance Agent	0.00%	0
Job Seeker	2.49%	5
Media	0.00%	0
Student or Educator	13.43%	27
Other	11.44%	23
TOTAL		201

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

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	78.11%	157
Had technical difficulties (e.g. error messages, broken links)	2.99%	6
Links did not take me where I expected	3.48%	7
Links/labels are difficult to understand, they are not intuitive	0.50%	1
Navigated to general area but couldn't find the specific content needed	5.97%	12
Too many links or navigational choices	2.99%	6
Would often feel lost, not know where I was	1.99%	4
Other	3.98%	8
TOTAL		201

Q9 How was your experience using our site search?

Answered: 201 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	48.26%	97
Encountered no difficulties	34.33%	69
I was not sure what words to use in my search	2.49%	5
Results were not helpful	2.49%	5
Results were not relevant to my search terms or needs	1.99%	4
Results were too similar/redundant	1.49%	3
Returned not enough or no results	2.49%	5
Returned too many results	1.00%	2
Other	5.47%	11
TOTAL		201