

Ready Web Performance Metrics

Aug 30, 2022 - Sep 5, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220901	30,272
20220831	25,134
20220830	23,685
20220902	23,413
20220905	19,163
20220904	16,018
20220903	14,205

Average Number of Visits per Visitor

Count of Sessions	Users
1	118,807
2	15,802
3	5,407
4	2,560
5	1,514
6	1,044
7	696
8	547
9	408
10	324

Avg. Time on Page

00:02:04
Avg for View: 00:02:04 (0.00%)

Avg. Visit Duration

00:01:57
Avg for View: 00:01:57 (0.00%)

Total Pageviews

294,405
% of Total: 100.00% (294,405)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	59,054	64.89%
(direct) / (none)	44,252	66.98%
quantcast.com / display	3,971	98.67%
AdCouncil / dis	3,922	89.90%
bing / organic	2,898	50.41%
fema.gov / referral	2,399	45.98%
m.facebook.com / referral	1,802	70.14%
search.usa.gov / referral	1,614	37.92%
pinterest.com / paid_social	1,566	87.99%
govdelivery / email	1,253	60.81%

Bounce Rate

66.20%
Avg for View: 66.20% (0.00%)

Pageviews by Source

Source	Pageviews
google	111,723
(direct)	85,218
bing	9,812
fema.gov	6,780
search.usa.gov	6,081
AdCouncil	4,670
quantcast.com	4,104
m.facebook.com	2,495
govdelivery	2,451
Inks.gd	2,279

Total Unique Visitors

127,378
% of Total: 100.00% (127,378)

Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	28,501
Make A Plan Ready.gov	28,142
National Preparedness Month Ready.gov	25,082
Plan Ahead for Disasters Ready.gov	24,943
National Preparedness Month Graphics Ready.gov	16,165
National Preparedness Month Social Media Toolkit Ready.gov	11,348
Emergency Alerts Ready.gov	7,039
Disasters and Emergencies Ready.gov	6,252
Welcome to Ready Kids! Ready.gov	5,379
Build a Kit	4,897

Avg. Pages / Visit

1.94
Avg for View: 1.94 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	3,744
Twitter	945
Pinterest	419
reddit	331
LinkedIn	219
YouTube	116
Instagram	91
Instagram Stories	33
Naver	19
Blogger	18

READY.gov Search Web Performance Metrics

Aug 1, 2022 - Aug 31, 2022

All Users
100.00% Sessions

Total Visits

556,953

% of Total: 100.00% (556,953)



Searches Using the Search Form on READY.gov

6,497

% of Total: 1.17% (556,953)



Organic Searches (Reported by Google)

Keyword	Organic Searches
생존키트	29
ready.gov	5
site:www.proiu.com	4
www.ready.gov	3
Business Continuity Plan	2
CERT	2
community emergency response team	2
disaster master game	2
disaster ready	2
https://www.ready.gov/alerts	2

Q1 How would you rate your overall experience today?

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	37.89%	61
Above Average	37.89%	61
Average	16.77%	27
Below Average	3.73%	6
Poor	3.73%	6
TOTAL		161

Q2 What information were you looking for today?

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	3.11%	5
Disaster assistance: applying, checking my status, or learning more about assistance	3.73%	6
Disaster declarations	1.86%	3
Disasters (specifically, types of disasters)	8.07%	13
Email, RSS feeds, or subscription services	0.62%	1
Employment or contracting opportunities	0.62%	1
Exercises	0.00%	0
Flood insurance	0.00%	0
Flood maps	1.24%	2
Forms or publications	3.73%	6
Grants	1.86%	3
Information about FEMA	2.48%	4
News	3.11%	5
Photographs	0.00%	0
Preparing for a disaster	42.86%	69
Recovering from a disaster	1.86%	3
Training	9.32%	15
Video	3.11%	5
Other	12.42%	20
TOTAL		161

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

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	73.91%	119
No	26.09%	42
TOTAL		161

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

Answered: 47 Skipped: 114

ANSWER CHOICES	RESPONSES	
Bad link	10.64%	5
Content wasn't easy to understand	12.77%	6
Error on page	4.26%	2
Multimedia/technical problem	0.00%	0
Outdated information	10.64%	5
Other	61.70%	29
TOTAL		47

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

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	95.03%	153
No	4.97%	8
TOTAL		161

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

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	88.82%	143
No	11.18%	18
TOTAL		161

Q7 Which one of the following best describes you?

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	18.63%	30
Disaster Survivor	3.73%	6
Emergency Managers and Personnel	11.18%	18
First Responder	3.73%	6
Government Official or Employee	7.45%	12
Home (Property) Owner	22.36%	36
Insurance Agent	1.24%	2
Job Seeker	1.86%	3
Media	1.86%	3
Student or Educator	13.04%	21
Other	14.91%	24
TOTAL		161

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

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	75.78%	122
Had technical difficulties (e.g. error messages, broken links)	1.86%	3
Links did not take me where I expected	2.48%	4
Links/labels are difficult to understand, they are not intuitive	3.11%	5
Navigated to general area but couldn't find the specific content needed	8.07%	13
Too many links or navigational choices	1.86%	3
Would often feel lost, not know where I was	2.48%	4
Other	4.35%	7
TOTAL		161

Q9 How was your experience using our site search?

Answered: 161 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	45.34%	73
Encountered no difficulties	32.30%	52
I was not sure what words to use in my search	3.73%	6
Results were not helpful	3.73%	6
Results were not relevant to my search terms or needs	3.73%	6
Results were too similar/redundant	0.62%	1
Returned not enough or no results	1.24%	2
Returned too many results	0.62%	1
Other	8.70%	14
TOTAL		161