

Ready Web Performance Metrics

Dec 1, 2022 - Dec 31, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20221222	56,489
20221206	54,869
20221201	54,135
20221205	53,802
20221221	53,475
20221207	53,231
20221220	52,922
20221208	50,784
20221209	49,024
20221212	48,999

Average Number of Visits per Visitor

Count of Sessions	Users
1	1,193,171
2	67,791
3	22,529
4	10,821
5	6,033
6	3,881
7	2,657
8	1,862
9	1,430
10	1,111

Avg. Time on Page

00:02:22
Avg for View: 00:02:22 (0.00%)

Avg. Visit Duration

00:00:45
Avg for View: 00:00:45 (0.00%)

Total Pageviews

1,754,109
% of Total: 100.00% (1,754,109)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
doubleverify.com / display	706,371	98.43%
(direct) / (none)	212,177	76.32%
google / organic	203,966	69.85%
facebook / paid_social	44,638	89.57%
quantcast.com / display	24,959	98.96%
amazon.com / display	10,340	92.45%
bing / organic	8,247	62.59%
classroom.google.com / referral	8,222	28.06%
about.usps.com / referral	6,790	53.98%
fema.gov / referral	6,267	49.47%

Bounce Rate

86.67%
Avg for View: 86.67% (0.00%)

Pageviews by Source

Source	Pageviews
doubleverify.com	726,741
(direct)	332,311
google	321,710
facebook	49,233
classroom.google.com	40,062
quantcast.com	25,329
bing	17,416
search.usa.gov	17,310
fema.gov	15,190
about.usps.com	12,048

Total Unique Visitors

1,217,768
% of Total: 100.00% (1,217,768)

Top Visited Pages

Page Title	Pageviews
Make A Plan Ready.gov	858,039
Plan Ahead for Disasters Ready.gov	98,127
Build A Kit Ready.gov	95,687
Winter Weather Ready.gov	57,699
Build a Kit	30,349
Disaster Master	25,010
Disasters and Emergencies Ready.gov	23,872
Earthquakes Ready.gov	23,169
Tsunamis Ready.gov	21,241
Emergency Alerts Ready.gov	19,436

Avg. Pages / Visit

1.31
Avg for View: 1.31 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	11,453
Twitter	2,976
reddit	438
Instagram	205
LinkedIn	123
YouTube	67
Naver	59
Pinterest	37
Instagram Stories	30
Weebly	26

READY.gov Search Web Performance Metrics

Dec 1, 2022 - Dec 31, 2022

All Users
100.00% Sessions

Total Visits

1,335,363

% of Total: 100.00% (1,335,363)



Searches Using the Search Form on READY.gov

6,055

% of Total: 0.45% (1,335,363)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.ready.gov	148
생존키트	24
https://www.ready.gov/kit	17
팬데믹	15
https://www.ready.gov/alerts	7
https://www.ready.gov/food	7
팬데믹	7
disaster master	5
https://www.ready.gov/tsunamis	5
site:www.proiu.com	5

Q1 How would you rate your overall experience today?

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	45.63%	73
Above Average	29.38%	47
Average	18.13%	29
Below Average	2.50%	4
Poor	4.38%	7
TOTAL		160

Q2 What information were you looking for today?

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	2.50%	4
Disaster assistance: applying, checking my status, or learning more about assistance	7.50%	12
Disaster declarations	1.25%	2
Disasters (specifically, types of disasters)	13.13%	21
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	0.00%	0
Exercises	1.88%	3
Flood insurance	0.63%	1
Flood maps	0.00%	0
Forms or publications	2.50%	4
Grants	1.25%	2
Information about FEMA	1.25%	2
News	3.13%	5
Photographs	0.63%	1
Preparing for a disaster	35.63%	57
Recovering from a disaster	1.25%	2
Training	8.75%	14
Video	2.50%	4
Other	16.25%	26
TOTAL		160

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

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	80.00%	128
No	20.00%	32
TOTAL		160

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

Answered: 52 Skipped: 108

ANSWER CHOICES	RESPONSES	
Bad link	7.69%	4
Content wasn't easy to understand	9.62%	5
Error on page	9.62%	5
Multimedia/technical problem	7.69%	4
Outdated information	3.85%	2
Other	61.54%	32
TOTAL		52

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

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	86.25%	138
No	13.75%	22
TOTAL		160

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

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	84.38%	135
No	15.63%	25
TOTAL		160

Q7 Which one of the following best describes you?

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	10.00%	16
Disaster Survivor	5.63%	9
Emergency Managers and Personnel	8.75%	14
First Responder	3.13%	5
Government Official or Employee	11.25%	18
Home (Property) Owner	13.75%	22
Insurance Agent	3.13%	5
Job Seeker	3.13%	5
Media	0.63%	1
Student or Educator	25.00%	40
Other	15.63%	25
TOTAL		160

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

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	71.25%	114
Had technical difficulties (e.g. error messages, broken links)	2.50%	4
Links did not take me where I expected	3.13%	5
Links/labels are difficult to understand, they are not intuitive	1.25%	2
Navigated to general area but couldn't find the specific content needed	7.50%	12
Too many links or navigational choices	5.00%	8
Would often feel lost, not know where I was	1.88%	3
Other	7.50%	12
TOTAL		160

Q9 How was your experience using our site search?

Answered: 160 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	43.75%	70
Encountered no difficulties	29.38%	47
I was not sure what words to use in my search	2.50%	4
Results were not helpful	2.50%	4
Results were not relevant to my search terms or needs	2.50%	4
Results were too similar/redundant	1.88%	3
Returned not enough or no results	2.50%	4
Returned too many results	2.50%	4
Other	12.50%	20
TOTAL		160