

Ready Web Performance Metrics

Dec 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20211215	35,267
20211210	33,221
20211213	33,113
20211214	31,489
20211208	30,406
20211211	29,687
20211209	29,550
20211206	28,729
20211207	28,575
20211201	27,818

Average Number of Visits per Visitor

Count of Sessions	Users
1	620,089
2	65,911
3	21,807
4	10,041
5	5,452
6	3,437
7	2,335
8	1,691
9	1,315
10	1,034

Avg. Time on Page

00:02:29
Avg for View: 00:02:29 (0.00%)

Avg. Visit Duration

00:01:23
Avg for View: 00:01:23 (0.00%)

Total Pageviews

1,148,554
% of Total: 100.00% (1,148,554)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	251,946	68.81%
liveintent.com / display	155,761	95.51%
(direct) / (none)	154,866	70.25%
cadreon.com / display	42,693	90.72%
adcouncil.org / display	9,921	82.89%
classroom.google.com / referral	8,390	26.29%
bing / organic	7,253	65.04%
t.co / referral	6,854	70.53%
fema.gov / referral	6,711	45.75%
search.usa.gov / referral	6,482	44.26%

Bounce Rate

74.88%
Avg for View: 74.88% (0.00%)

Pageviews by Source

Source	Pageviews
google	386,957
(direct)	273,008
liveintent.com	164,612
cadreon.com	46,972
classroom.google.com	46,825
adcouncil.org	18,610
search.usa.gov	17,783
fema.gov	16,238
bing	13,345
app.nearpod.com	8,804

Total Unique Visitors

637,720
% of Total: 100.00% (637,720)

Top Visited Pages

Page Title	Pageviews
Make A Plan Ready.gov	207,291
Plan Ahead for Disasters Ready.gov	133,078
Build A Kit Ready.gov	114,522
Build a Kit	34,050
Disaster Master	25,683
Emergency Alerts Ready.gov	25,666
Tornadoes Ready.gov	25,558
Floods Ready.gov	24,591
Earthquakes Ready.gov	23,911
Tsunamis Ready.gov	23,671

Avg. Pages / Visit

1.55
Avg for View: 1.55 (0.00%)

Visits Originating from Social Netw...

Social Network	Sessions
Facebook	10,782
Twitter	6,918
reddit	374
LinkedIn	306
Instagram	132
YouTube	127
Weebly	38
Pinterest	23
Blogger	18
Hacker News	18

READY.gov Search Web Performance Metrics

Dec 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Total Visits

741,678

% of Total: 100.00% (741,678)



Searches Using the Search Form on READY.gov

6,482

% of Total: 0.87% (741,678)



Organic Searches (Reported by Google)

Keyword	Organic Searches
risk assessment	13
alerts	12
https://www.ready.gov/kit	9
flood	8
bia corona extra websosanh	7
cert	7
CERT	7
https://www.ready.gov/	7
https://www.ready.gov/winter-weather	7
https://www.ready.gov/kids/games/data/bak-engli sh/index.html	6

Q1 How would you rate your overall experience today?

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	42.16%	43
Above Average	29.41%	30
Average	19.61%	20
Below Average	1.96%	2
Poor	6.86%	7
TOTAL		102

Q2 What information were you looking for today?

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	3.92%	4
Disaster assistance: applying, checking my status, or learning more about assistance	11.76%	12
Disaster declarations	0.98%	1
Disasters (specifically, types of disasters)	8.82%	9
Email, RSS feeds, or subscription services	0.98%	1
Employment or contracting opportunities	0.00%	0
Exercises	3.92%	4
Flood insurance	0.98%	1
Flood maps	2.94%	3
Forms or publications	2.94%	3
Grants	0.98%	1
Information about FEMA	0.00%	0
News	0.00%	0
Photographs	0.98%	1
Preparing for a disaster	38.24%	39
Recovering from a disaster	2.94%	3
Training	6.86%	7
Video	0.00%	0
Other	12.75%	13
TOTAL		102

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

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	73.53%	75
No	26.47%	27
TOTAL		102

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

Answered: 42 Skipped: 60

ANSWER CHOICES	RESPONSES	
Bad link	7.14%	3
Content wasn't easy to understand	26.19%	11
Error on page	7.14%	3
Multimedia/technical problem	9.52%	4
Outdated information	11.90%	5
Other	38.10%	16
TOTAL		42

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

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	88.24%	90
No	11.76%	12
TOTAL		102

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

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	86.27%	88
No	13.73%	14
TOTAL		102

Q7 Which one of the following best describes you?

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	11.76%	12
Disaster Survivor	5.88%	6
Emergency Managers and Personnel	8.82%	9
First Responder	6.86%	7
Government Official or Employee	7.84%	8
Home (Property) Owner	16.67%	17
Insurance Agent	1.96%	2
Job Seeker	2.94%	3
Media	0.98%	1
Student or Educator	22.55%	23
Other	13.73%	14
TOTAL		102

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

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	65.69%	67
Had technical difficulties (e.g. error messages, broken links)	3.92%	4
Links did not take me where I expected	6.86%	7
Links/labels are difficult to understand, they are not intuitive	0.98%	1
Navigated to general area but couldn't find the specific content needed	7.84%	8
Too many links or navigational choices	3.92%	4
Would often feel lost, not know where I was	5.88%	6
Other	4.90%	5
TOTAL		102

Q9 How was your experience using our site search?

Answered: 102 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	50.98%	52
Encountered no difficulties	25.49%	26
I was not sure what words to use in my search	9.80%	10
Results were not helpful	1.96%	2
Results were not relevant to my search terms or needs	1.96%	2
Results were too similar/redundant	1.96%	2
Returned not enough or no results	2.94%	3
Returned too many results	1.96%	2
Other	2.94%	3
TOTAL		102