

Ready Web Performance Metrics

Feb 1, 2023 - Feb 28, 2023

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20230206	34,713
20230221	33,422
20230222	33,158
20230215	33,095
20230207	33,049
20230216	32,481
20230227	32,450
20230208	32,133
20230209	31,203
20230214	31,104

Average Number of Visits per Visitor

Count of Sessions	Users
1	607,283
2	76,315
3	23,894
4	11,201
5	6,365
6	3,968
7	2,655
8	1,941
9	1,415
10	1,125

Avg. Time on Page

00:02:26
Avg for View: 00:02:26 (0.00%)

Avg. Visit Duration

00:01:46
Avg for View: 00:01:46 (0.00%)

Total Pageviews

1,292,130
% of Total: 100.00% (1,292,130)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	305,685	68.82%
(direct) / (none)	205,053	72.61%
AdCouncil / dis	56,830	89.52%
nexstardigital.com / display	14,620	90.47%
classroom.google.com / referral	14,045	25.93%
thetradedesk.com / display	12,558	88.61%
bing / organic	11,430	59.09%
search.usa.gov / referral	8,712	46.49%
fema.gov / referral	7,884	44.13%
e-access.att.com / referral	5,352	94.10%

Bounce Rate

70.10%
Avg for View: 70.10% (0.00%)

Pageviews by Source

Source	Pageviews
google	485,412
(direct)	343,824
classroom.google.com	68,781
AdCouncil	68,169
bing	25,036
search.usa.gov	24,526
fema.gov	21,676
nexstardigital.com	16,819
thetradedesk.com	15,338
app.nearpod.com	11,138

Total Unique Visitors

624,494
% of Total: 100.00% (624,494)

Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	145,733
Make A Plan Ready.gov	140,897
Plan Ahead for Disasters Ready.gov	117,602
Earthquakes Ready.gov	56,788
Build a Kit	47,113
Disaster Master	33,692
Disasters and Emergencies Ready.gov	30,837
Tsunamis Ready.gov	26,587
Emergency Alerts Ready.gov	25,632
Volcanoes Ready.gov	25,577

Avg. Pages / Visit

1.72
Avg for View: 1.72 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	10,278
Twitter	1,643
YouTube	955
reddit	772
Instagram	124
Naver	101
LinkedIn	100
Pinterest	51
Instagram Stories	49
Quora	39

READY.gov Search Web Performance Metrics

Feb 1, 2023 - Feb 28, 2023

All Users
100.00% Sessions

Total Visits

749,576

% of Total: 100.00% (749,576)



Searches Using the Search Form on READY.gov

8,712

% of Total: 1.16% (749,576)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.ready.gov	219
생존 키트	26
https://www.ready.gov/kit	15
https://www.ready.gov/volcanoes	10
https://www.ready.gov/earthquakes	8
ready.gov kids games	8
팬데믹	8
https://www.ready.gov/radiation	6
https://www.ready.gov/tsunamis	6
https://www.ready.gov/food	5

Q1 How would you rate your overall experience today?

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	39.36%	74
Above Average	35.11%	66
Average	20.21%	38
Below Average	2.13%	4
Poor	3.19%	6
TOTAL		188

Q2 What information were you looking for today?

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	1.06%	2
Disaster assistance: applying, checking my status, or learning more about assistance	12.23%	23
Disaster declarations	0.00%	0
Disasters (specifically, types of disasters)	12.23%	23
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	0.00%	0
Exercises	0.53%	1
Flood insurance	0.00%	0
Flood maps	1.60%	3
Forms or publications	2.66%	5
Grants	1.06%	2
Information about FEMA	1.06%	2
News	1.60%	3
Photographs	1.06%	2
Preparing for a disaster	46.81%	88
Recovering from a disaster	0.53%	1
Training	6.91%	13
Video	1.60%	3
Other	9.04%	17
TOTAL		188

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

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.19%	147
No	21.81%	41
TOTAL		188

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

Answered: 52 Skipped: 136

ANSWER CHOICES	RESPONSES	
Bad link	5.77%	3
Content wasn't easy to understand	17.31%	9
Error on page	1.92%	1
Multimedia/technical problem	7.69%	4
Outdated information	1.92%	1
Other	65.38%	34
TOTAL		52

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

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	92.55%	174
No	7.45%	14
TOTAL		188

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

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	89.89%	169
No	10.11%	19
TOTAL		188

Q7 Which one of the following best describes you?

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	14.36%	27
Disaster Survivor	5.85%	11
Emergency Managers and Personnel	8.51%	16
First Responder	4.26%	8
Government Official or Employee	7.98%	15
Home (Property) Owner	21.81%	41
Insurance Agent	0.00%	0
Job Seeker	2.66%	5
Media	0.53%	1
Student or Educator	16.49%	31
Other	17.55%	33
TOTAL		188

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

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	71.28%	134
Had technical difficulties (e.g. error messages, broken links)	4.26%	8
Links did not take me where I expected	3.19%	6
Links/labels are difficult to understand, they are not intuitive	1.60%	3
Navigated to general area but couldn't find the specific content needed	5.32%	10
Too many links or navigational choices	2.13%	4
Would often feel lost, not know where I was	3.72%	7
Other	8.51%	16
TOTAL		188

Q9 How was your experience using our site search?

Answered: 188 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	43.09%	81
Encountered no difficulties	35.11%	66
I was not sure what words to use in my search	4.26%	8
Results were not helpful	4.79%	9
Results were not relevant to my search terms or needs	3.19%	6
Results were too similar/redundant	0.53%	1
Returned not enough or no results	2.66%	5
Returned too many results	0.53%	1
Other	5.85%	11
TOTAL		188