

Ready Web Performance Metrics

Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220228	428,757
20220227	197,616
20220224	86,770
20220225	62,902
20220226	47,654
20220202	38,451
20220223	31,011
20220201	30,643
20220203	30,474
20220222	30,266

Average Number of Visits per Visitor

Count of Sessions	Users
1	1,115,423
2	148,216
3	39,197
4	15,794
5	8,029
6	4,853
7	3,196
8	2,223
9	1,659
10	1,238

Avg. Time on Page

00:03:20
Avg for View: 00:03:20 (0.00%)

Avg. Visit Duration

00:01:59
Avg for View: 00:01:59 (0.00%)

Total Pageviews

2,128,094
% of Total: 100.00% (2,128,094)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	638,668	59.86%
(direct) / (none)	325,730	63.59%
t.co / referral	73,976	69.08%
m.facebook.com / referral	47,807	69.26%
lm.facebook.com / referral	26,537	57.53%
search.usa.gov / referral	16,891	54.16%
adcouncil.org / display	14,884	82.69%
adcouncil.org / banner	12,652	86.09%
bing / organic	12,562	62.13%
classroom.google.com / referral	12,107	25.42%

Bounce Rate

61.91%
Avg for View: 61.91% (0.00%)

Pageviews by Source

Source	Pageviews
google	945,506
(direct)	542,344
t.co	96,613
classroom.google.com	61,279
m.facebook.com	59,995
lm.facebook.com	35,398
adcouncil.org	34,802
search.usa.gov	34,031
fema.gov	26,779
bing	23,389

Total Unique Visitors

1,135,668
% of Total: 100.00% (1,135,668)

Top Visited Pages

Page Title	Pageviews
Nuclear Explosion Ready.gov	712,825
Plan Ahead for Disasters Ready.gov	218,714
Build A Kit Ready.gov	177,499
Make A Plan Ready.gov	83,468
Shelter Ready.gov	68,684
Build a Kit	47,673
Emergency Alerts Ready.gov	34,746
Winter Weather Ready.gov	33,022
Disaster Master	31,708
Tsunamis Ready.gov	29,730

Avg. Pages / Visit

1.59
Avg for View: 1.59 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	83,062
Twitter	74,014
reddit	7,407
YouTube	3,636
Instagram	3,218
Hacker News	2,473
Instagram Stories	435
LinkedIn	428
Snapchat	237
Weebly	130

READY.gov Search Web Performance Metrics

Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Total Visits

1,341,236

% of Total: 100.00% (1,341,236)



Searches Using the Search Form on READY.gov

16,891

% of Total: 1.26% (1,341,236)



Organic Searches (Reported by Google)

Keyword	Organic Searches
alerts	22
ready.gov	20
risk assessment	20
https://www.ready.gov/winter-weather	11
https://www.ready.gov/kit	9
business continuity plan	7
https://www.ready.gov/nuclear-explosion	7
cert	6
floods	5
https://www.ready.gov/build-kit-game	5

Q1 How would you rate your overall experience today?

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	37.93%	55
Above Average	33.79%	49
Average	23.45%	34
Below Average	2.07%	3
Poor	2.76%	4
TOTAL		145

Q2 What information were you looking for today?

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	3.45%	5
Disaster assistance: applying, checking my status, or learning more about assistance	5.52%	8
Disaster declarations	3.45%	5
Disasters (specifically, types of disasters)	17.93%	26
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	0.69%	1
Exercises	1.38%	2
Flood insurance	0.00%	0
Flood maps	0.00%	0
Forms or publications	5.52%	8
Grants	0.00%	0
Information about FEMA	0.00%	0
News	0.00%	0
Photographs	0.69%	1
Preparing for a disaster	44.83%	65
Recovering from a disaster	0.69%	1
Training	7.59%	11
Video	0.69%	1
Other	7.59%	11
TOTAL		145

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

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	82.76%	120
No	17.24%	25
TOTAL		145

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

Answered: 38 Skipped: 107

ANSWER CHOICES	RESPONSES	
Bad link	5.26%	2
Content wasn't easy to understand	18.42%	7
Error on page	5.26%	2
Multimedia/technical problem	7.89%	3
Outdated information	10.53%	4
Other	52.63%	20
TOTAL		38

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

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	93.79%	136
No	6.21%	9
TOTAL		145

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

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	88.97%	129
No	11.03%	16
TOTAL		145

Q7 Which one of the following best describes you?

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	11.03%	16
Disaster Survivor	6.21%	9
Emergency Managers and Personnel	10.34%	15
First Responder	6.21%	9
Government Official or Employee	7.59%	11
Home (Property) Owner	20.69%	30
Insurance Agent	0.00%	0
Job Seeker	0.00%	0
Media	0.69%	1
Student or Educator	18.62%	27
Other	18.62%	27
TOTAL		145

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

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	69.66%	101
Had technical difficulties (e.g. error messages, broken links)	4.14%	6
Links did not take me where I expected	4.14%	6
Links/labels are difficult to understand, they are not intuitive	1.38%	2
Navigated to general area but couldn't find the specific content needed	6.21%	9
Too many links or navigational choices	5.52%	8
Would often feel lost, not know where I was	2.76%	4
Other	6.21%	9
TOTAL		145

Q9 How was your experience using our site search?

Answered: 145 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	46.21%	67
Encountered no difficulties	27.59%	40
I was not sure what words to use in my search	5.52%	8
Results were not helpful	7.59%	11
Results were not relevant to my search terms or needs	2.07%	3
Results were too similar/redundant	0.00%	0
Returned not enough or no results	0.00%	0
Returned too many results	2.07%	3
Other	8.97%	13
TOTAL		145