

Ready Web Performance Metrics

Jan 1, 2023 - Jan 31, 2023

All Users  
100.00% Sessions

Visits to Ready

Date	Sessions
20230104	91,545
20230103	75,942
20230105	68,920
20230109	66,976
20230111	65,230
20230110	64,136
20230112	61,268
20230113	57,172
20230106	55,371
20230101	54,145

Average Number of Visits per Visitor

Count of Sessions	Users
1	1,156,116
2	84,709
3	23,803
4	10,621
5	5,771
6	3,594
7	2,467
8	1,842
9	1,368
10	1,118

Avg. Time on Page

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

Avg. Visit Duration

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

Total Pageviews

**1,822,732**  
% of Total: 100.00% (1,822,732)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
doubleverify.com / display	427,466	98.89%
google / organic	249,864	67.75%
(direct) / (none)	230,341	75.64%
AdCouncil / dis	155,041	92.31%
nexstardigital.com / display	19,284	89.78%
e-access.att.com / referral	17,807	93.62%
AdCouncil / display	16,480	86.10%
quantcast.com / display	14,178	98.87%
thetradedesk.com / display	13,049	92.31%
bing / organic	10,310	61.42%

Bounce Rate

**83.13%**  
Avg for View: 83.13% (0.00%)

Pageviews by Source

Source	Pageviews
doubleverify.com	441,649
google	412,678
(direct)	372,043
AdCouncil	193,991
classroom.google.com	44,092
fema.gov	22,865
search.usa.gov	22,766
bing	22,129
nexstardigital.com	22,076
e-access.att.com	19,399

Total Unique Visitors

**1,169,814**  
% of Total: 100.00% (1,169,814)

Top Visited Pages

Page Title	Pageviews
Make A Plan   Ready.gov	712,830
Plan Ahead for Disasters   Ready.gov	137,339
Build A Kit   Ready.gov	114,866
Disasters and Emergencies   Ready.gov	52,117
Earthquakes   Ready.gov	32,880
Build a Kit	32,636
Floods   Ready.gov	31,383
Disaster Master	28,213
Tsunamis   Ready.gov	26,674
Winter Weather   Ready.gov	25,794

Avg. Pages / Visit

**1.40**  
Avg for View: 1.40 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	9,178
Twitter	3,809
Instagram	620
reddit	414
Instagram Stories	108
YouTube	106
LinkedIn	87
Weebly	67
Naver	52
Blogger	33

READY.gov Search Web Performance Metrics

Jan 1, 2023 - Jan 31, 2023

All Users  
100.00% Sessions

Total Visits

1,300,873

% of Total: 100.00% (1,300,873)



Searches Using the Search Form on READY.gov

8,195

% of Total: 0.63% (1,300,873)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.ready.gov	111
생존키트	26
https://www.ready.gov/kit	21
허리케인	21
팬데믹	12
site:www.proiu.com	5
https://www.ready.gov/	4
https://www.ready.gov/hurricanes	4
risk assessment	4
https://www.ready.gov/business/implementation/emergency	3

## Q1 How would you rate your overall experience today?

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	37.79%	65
Above Average	32.56%	56
Average	21.51%	37
Below Average	4.07%	7
Poor	4.07%	7
TOTAL		172

## Q2 What information were you looking for today?

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	5.23%	9
Disaster assistance: applying, checking my status, or learning more about assistance	9.88%	17
Disaster declarations	1.74%	3
Disasters (specifically, types of disasters)	6.98%	12
Email, RSS feeds, or subscription services	1.16%	2
Employment or contracting opportunities	0.58%	1
Exercises	1.16%	2
Flood insurance	0.00%	0
Flood maps	0.58%	1
Forms or publications	1.16%	2
Grants	2.33%	4
Information about FEMA	4.07%	7
News	0.58%	1
Photographs	0.58%	1
Preparing for a disaster	43.02%	74
Recovering from a disaster	1.16%	2
Training	6.98%	12
Video	2.33%	4
Other	10.47%	18
<b>TOTAL</b>		<b>172</b>

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

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	75.00%	129
No	25.00%	43
TOTAL		172

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

Answered: 63 Skipped: 109

ANSWER CHOICES	RESPONSES	
Bad link	15.87%	10
Content wasn't easy to understand	19.05%	12
Error on page	9.52%	6
Multimedia/technical problem	4.76%	3
Outdated information	11.11%	7
Other	39.68%	25
<b>TOTAL</b>		<b>63</b>

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

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	85.47%	147
No	14.53%	25
TOTAL		172

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

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	84.30%	145
No	15.70%	27
TOTAL		172



## Q7 Which one of the following best describes you?

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	8.72%	15
Disaster Survivor	8.14%	14
Emergency Managers and Personnel	6.40%	11
First Responder	2.91%	5
Government Official or Employee	7.56%	13
Home (Property) Owner	24.42%	42
Insurance Agent	0.00%	0
Job Seeker	1.16%	2
Media	0.58%	1
Student or Educator	21.51%	37
Other	18.60%	32
<b>TOTAL</b>		<b>172</b>

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

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	56.40%	97
Had technical difficulties (e.g. error messages, broken links)	11.63%	20
Links did not take me where I expected	4.65%	8
Links/labels are difficult to understand, they are not intuitive	4.07%	7
Navigated to general area but couldn't find the specific content needed	5.23%	9
Too many links or navigational choices	5.23%	9
Would often feel lost, not know where I was	2.33%	4
Other	10.47%	18
<b>TOTAL</b>		<b>172</b>

## Q9 How was your experience using our site search?

Answered: 172 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	41.86%	72
Encountered no difficulties	28.49%	49
I was not sure what words to use in my search	5.81%	10
Results were not helpful	5.23%	9
Results were not relevant to my search terms or needs	1.16%	2
Results were too similar/redundant	2.33%	4
Returned not enough or no results	4.07%	7
Returned too many results	2.33%	4
Other	8.72%	15
<b>TOTAL</b>		<b>172</b>