

Ready Web Performance Metrics

Jul 1, 2023 - Jul 31, 2023

All Users  
100.00% Sessions

Visits to Ready

| Date     | Sessions |
|----------|----------|
| 20230720 | 33,412   |
| 20230705 | 21,031   |
| 20230713 | 21,001   |
| 20230703 | 19,671   |
| 20230710 | 19,279   |
| 20230725 | 19,232   |
| 20230714 | 18,857   |
| 20230719 | 18,295   |
| 20230706 | 18,276   |
| 20230717 | 18,252   |

Average Number of Visits per Visitor

| Count of Sessions | Users   |
|-------------------|---------|
| 1                 | 440,771 |
| 2                 | 44,082  |
| 3                 | 13,707  |
| 4                 | 6,629   |
| 5                 | 3,933   |
| 6                 | 2,677   |
| 7                 | 1,956   |
| 8                 | 1,471   |
| 9                 | 1,171   |
| 10                | 950     |

Avg. Time on Page

**00:02:18**  
Avg for View: 00:02:18 (0.00%)

Avg. Visit Duration

**00:01:07**  
Avg for View: 00:01:07 (0.00%)

Total Pageviews

**784,839**  
% of Total: 100.00% (784,839)

Visits and Bounce Rate by Source / Medium

| Source / Medium              | Sessions | Bounce Rate |
|------------------------------|----------|-------------|
| google / organic             | 164,772  | 69.04%      |
| (direct) / (none)            | 138,523  | 72.81%      |
| reddit.com / paid_social     | 98,619   | 96.20%      |
| liveintent.com / display     | 11,154   | 82.80%      |
| bing / organic               | 8,847    | 57.45%      |
| fema.gov / referral          | 5,968    | 46.57%      |
| AdCouncil / dis              | 5,796    | 89.75%      |
| facebook.com / referral      | 4,672    | 99.83%      |
| google / cpc                 | 4,545    | 72.41%      |
| nexstardigital.com / display | 4,127    | 90.21%      |

Bounce Rate

**75.08%**  
Avg for View: 75.08% (0.00%)

Pageviews by Source

| Source             | Pageviews |
|--------------------|-----------|
| google             | 248,628   |
| (direct)           | 218,751   |
| reddit.com         | 104,179   |
| bing               | 20,311    |
| fema.gov           | 15,242    |
| liveintent.com     | 13,101    |
| search.usa.gov     | 11,792    |
| dhs.gov            | 8,228     |
| AdCouncil          | 7,904     |
| nexstardigital.com | 4,695     |

Total Unique Visitors

**453,471**  
% of Total: 100.00% (453,471)

Top Visited Pages

| Page Title                                | Pageviews |
|---|-----------|
| Build A Kit   Ready.gov                   | 143,737   |
| Plan Ahead for Disasters   Ready.gov      | 92,095    |
| Make A Plan   Ready.gov                   | 77,947    |
| Emergency Alerts   Ready.gov              | 40,425    |
| Extreme Heat   Ready.gov                  | 32,571    |
| Prepare un kit de suministros   Ready.gov | 14,792    |
| Disasters and Emergencies   Ready.gov     | 14,412    |
| Power Outages   Ready.gov                 | 11,943    |
| Hurricanes   Ready.gov                    | 11,203    |
| Earthquakes   Ready.gov                   | 11,052    |

Avg. Pages / Visit

**1.49**  
Avg for View: 1.49 (0.00%)

Visits Originating from Social Networks

| Social Network    | Sessions |
|-------------------|----------|
| Facebook          | 8,940    |
| Twitter           | 1,302    |
| reddit            | 597      |
| Instagram         | 153      |
| LinkedIn          | 93       |
| YouTube           | 91       |
| Naver             | 72       |
| Instagram Stories | 48       |
| Pinterest         | 21       |
| Quora             | 16       |

READY.gov Search Web Performance Metrics

Jul 1, 2023 - Jul 31, 2023

All Users  
100.00% Sessions

Total Visits

528,223

% of Total: 100.00% (528,223)



Searches Using the Search Form on READY.gov

3,931

% of Total: 0.74% (528,223)



Organic Searches (Reported by Google)

| Keyword                                   | Organic Searches |
|---|------------------|
| site:www.ready.gov                        | 20               |
| 생존키트                                      | 11               |
| "what-is-system-protection-agreement"     | 7                |
| https://www.ready.gov/kit                 | 7                |
| gary2022.cam                              | 6                |
| https://www.ready.gov/heat                | 3                |
| 산사태 토석류                                   | 3                |
| https://www.ready.gov/hurricanes          | 2                |
| https://www.ready.gov/kids/disaster-facts | 2                |
| 비상사태 발생경보 신호음                             | 2                |

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

Answered: 116 Skipped: 0

| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Outstanding    | 44.83%    | 52  |
| Above Average  | 32.76%    | 38  |
| Average        | 16.38%    | 19  |
| Below Average  | 4.31%     | 5   |
| Poor           | 1.72%     | 2   |
| TOTAL          |           | 116 |

## Q2 What information were you looking for today?

Answered: 116 Skipped: 0

| ANSWER CHOICES   | RESPONSES |            |
|--|-----------|------------|
| Contact information  | 2.59%     | 3          |
| Disaster assistance: applying, checking my status, or learning more about assistance | 6.90%     | 8          |
| Disaster declarations  | 0.86%     | 1          |
| Disasters (specifically, types of disasters)   | 8.62%     | 10         |
| Email, RSS feeds, or subscription services   | 0.86%     | 1          |
| Employment or contracting opportunities  | 0.00%     | 0          |
| Exercises  | 1.72%     | 2          |
| Flood insurance  | 0.00%     | 0          |
| Flood maps   | 1.72%     | 2          |
| Forms or publications  | 2.59%     | 3          |
| Grants   | 1.72%     | 2          |
| Information about FEMA   | 0.86%     | 1          |
| News   | 0.00%     | 0          |
| Photographs  | 0.86%     | 1          |
| Preparing for a disaster   | 50.00%    | 58         |
| Recovering from a disaster   | 1.72%     | 2          |
| Training   | 6.03%     | 7          |
| Video  | 0.86%     | 1          |
| Other  | 12.07%    | 14         |
| <b>TOTAL</b>   |           | <b>116</b> |

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

Answered: 116 Skipped: 0

| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 78.45%    | 91  |
| No             | 21.55%    | 25  |
| TOTAL          |           | 116 |

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

Answered: 32 Skipped: 84

| ANSWER CHOICES                    | RESPONSES |           |
|-----------------------------------|-----------|-----------|
| Bad link                          | 6.25%     | 2         |
| Content wasn't easy to understand | 12.50%    | 4         |
| Error on page                     | 6.25%     | 2         |
| Multimedia/technical problem      | 12.50%    | 4         |
| Outdated information              | 6.25%     | 2         |
| Other                             | 56.25%    | 18        |
| <b>TOTAL</b>                      |           | <b>32</b> |

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

Answered: 116 Skipped: 0

| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 93.10%    | 108 |
| No             | 6.90%     | 8   |
| TOTAL          |           | 116 |

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

Answered: 116 Skipped: 0

| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 92.24%    | 107 |
| No             | 7.76%     | 9   |
| TOTAL          |           | 116 |



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

Answered: 116 Skipped: 0

| ANSWER CHOICES  | RESPONSES |            |
|---|-----------|------------|
| Business, organization, non-profit, contractor, or vendor | 20.69%    | 24         |
| Disaster Survivor   | 3.45%     | 4          |
| Emergency Managers and Personnel                          | 12.07%    | 14         |
| First Responder   | 1.72%     | 2          |
| Government Official or Employee                           | 5.17%     | 6          |
| Home (Property) Owner                                     | 27.59%    | 32         |
| Insurance Agent   | 0.86%     | 1          |
| Job Seeker  | 0.86%     | 1          |
| Media   | 0.86%     | 1          |
| Student or Educator                                       | 10.34%    | 12         |
| Other   | 16.38%    | 19         |
| <b>TOTAL</b>  |           | <b>116</b> |

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

Answered: 116 Skipped: 0

| ANSWER CHOICES  | RESPONSES |            |
|---|-----------|------------|
| Encountered no difficulties   | 73.28%    | 85         |
| Had technical difficulties (e.g. error messages, broken links)          | 0.86%     | 1          |
| Links did not take me where I expected                                  | 5.17%     | 6          |
| Links/labels are difficult to understand, they are not intuitive        | 2.59%     | 3          |
| Navigated to general area but couldn't find the specific content needed | 6.90%     | 8          |
| Too many links or navigational choices                                  | 0.00%     | 0          |
| Would often feel lost, not know where I was                             | 4.31%     | 5          |
| Other   | 6.90%     | 8          |
| <b>TOTAL</b>  |           | <b>116</b> |

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

Answered: 116 Skipped: 0

| ANSWER CHOICES  | RESPONSES |            |
|---|-----------|------------|
| Did not use search bar today                          | 44.83%    | 52         |
| Encountered no difficulties                           | 36.21%    | 42         |
| I was not sure what words to use in my search         | 3.45%     | 4          |
| Results were not helpful                              | 0.86%     | 1          |
| Results were not relevant to my search terms or needs | 3.45%     | 4          |
| Results were too similar/redundant                    | 2.59%     | 3          |
| Returned not enough or no results                     | 1.72%     | 2          |
| Returned too many results                             | 0.86%     | 1          |
| Other   | 6.03%     | 7          |
| <b>TOTAL</b>  |           | <b>116</b> |