

Ready Web Performance Metrics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220714	29,068
20220712	22,164
20220726	20,860
20220719	19,820
20220720	19,590
20220718	18,872
20220713	18,860
20220727	18,207
20220721	17,972
20220705	17,926

Average Number of Visits per Visitor

Count of Sessions	Users
1	389,645
2	55,275
3	15,362
4	7,302
5	4,292
6	2,835
7	2,055
8	1,531
9	1,172
10	963

Avg. Time on Page

00:02:28
Avg for View: 00:02:28 (0.00%)

Avg. Visit Duration

00:01:28
Avg for View: 00:01:28 (0.00%)

Total Pageviews

779,128
% of Total: 100.00% (779,128)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	187,438	67.32%
(direct) / (none)	145,345	74.93%
AdCouncil / dis	35,512	88.75%
liveintent.com / display	14,144	99.16%
bing / organic	7,982	61.00%
fema.gov / referral	6,489	45.09%
ebay.com / display	5,612	94.21%
search.usa.gov / referral	4,792	38.48%
AdCouncil / display	4,459	91.32%
google / cpc	3,827	68.23%

Bounce Rate

71.43%
Avg for View: 71.43% (0.00%)

Pageviews by Source

Source	Pageviews
google	291,731
(direct)	230,322
AdCouncil	47,618
fema.gov	16,868
bing	16,169
liveintent.com	14,319
search.usa.gov	14,254
usa.gov	7,717
ebay.com	6,182
m.facebook.com	4,476

Total Unique Visitors

411,541
% of Total: 100.00% (411,541)

Top Visited Pages

Page Title	Pageviews
Make A Plan Ready.gov	98,641
Plan Ahead for Disasters Ready.gov	87,778
Build A Kit Ready.gov	82,818
Extreme Heat Ready.gov	35,259
Nuclear Explosion Ready.gov	34,261
Emergency Alerts Ready.gov	27,912
Community Emergency Response Team Ready.gov	17,544
Disasters and Emergencies Ready.gov	16,318
Food Ready.gov	12,916
Power Outages Ready.gov	10,726

Avg. Pages / Visit

1.58
Avg for View: 1.58 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	7,460
Twitter	2,087
reddit	1,271
Instagram	635
Instagram Stories	182
LinkedIn	180
YouTube	120
Hacker News	71
Blogger	57
Pinterest	34

READY.gov Search Web Performance Metrics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Total Visits

491,790

% of Total: 100.00% (491,790)



Searches Using the Search Form on READY.gov

4,792

% of Total: 0.97% (491,790)



Organic Searches (Reported by Google)

Keyword	Organic Searches
생존키트	11
site:www.ready.gov	9
site:www.proiu.com	7
site:www.listo.gov	5
ready.gov	4
risk assessment	4
이머전시 이스케이프 키트	3
CERT	2
emergency plan	2
https://www.ready.gov/kit	2

Q1 How would you rate your overall experience today?

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	38.19%	55
Above Average	36.11%	52
Average	22.22%	32
Below Average	1.39%	2
Poor	2.08%	3
TOTAL		144

Q2 What information were you looking for today?

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	3.47%	5
Disaster assistance: applying, checking my status, or learning more about assistance	6.94%	10
Disaster declarations	0.69%	1
Disasters (specifically, types of disasters)	10.42%	15
Email, RSS feeds, or subscription services	1.39%	2
Employment or contracting opportunities	1.39%	2
Exercises	0.00%	0
Flood insurance	0.00%	0
Flood maps	2.08%	3
Forms or publications	4.86%	7
Grants	0.69%	1
Information about FEMA	2.08%	3
News	0.00%	0
Photographs	0.00%	0
Preparing for a disaster	42.36%	61
Recovering from a disaster	2.78%	4
Training	9.72%	14
Video	0.69%	1
Other	10.42%	15
TOTAL		144

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

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	76.39%	110
No	23.61%	34
TOTAL		144

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

Answered: 45 Skipped: 99

ANSWER CHOICES	RESPONSES	
Bad link	2.22%	1
Content wasn't easy to understand	13.33%	6
Error on page	6.67%	3
Multimedia/technical problem	6.67%	3
Outdated information	6.67%	3
Other	64.44%	29
TOTAL		45

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

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	91.67%	132
No	8.33%	12
TOTAL		144

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

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.50%	126
No	12.50%	18
TOTAL		144

Q7 Which one of the following best describes you?

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	10.42%	15
Disaster Survivor	9.03%	13
Emergency Managers and Personnel	6.94%	10
First Responder	5.56%	8
Government Official or Employee	6.94%	10
Home (Property) Owner	21.53%	31
Insurance Agent	0.69%	1
Job Seeker	1.39%	2
Media	0.69%	1
Student or Educator	22.92%	33
Other	13.89%	20
TOTAL		144

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

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	75.00%	108
Had technical difficulties (e.g. error messages, broken links)	1.39%	2
Links did not take me where I expected	2.78%	4
Links/labels are difficult to understand, they are not intuitive	1.39%	2
Navigated to general area but couldn't find the specific content needed	6.94%	10
Too many links or navigational choices	2.78%	4
Would often feel lost, not know where I was	2.08%	3
Other	7.64%	11
TOTAL		144

Q9 How was your experience using our site search?

Answered: 144 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	44.44%	64
Encountered no difficulties	35.42%	51
I was not sure what words to use in my search	2.78%	4
Results were not helpful	2.78%	4
Results were not relevant to my search terms or needs	2.78%	4
Results were too similar/redundant	2.08%	3
Returned not enough or no results	1.39%	2
Returned too many results	0.69%	1
Other	7.64%	11
TOTAL		144