

Ready Web Performance Metrics

Jun 26, 2023 - Jul 2, 2023

All Users  
100.00% Sessions

Visits to Ready

Date	Sessions
20230629	32,103
20230627	31,837
20230628	30,714
20230626	29,057
20230630	28,534
20230702	16,776
20230701	16,018

Average Number of Visits per Visitor

Count of Sessions	Users
1	157,490
2	13,373
3	4,122
4	1,959
5	1,154
6	788
7	501
8	387
9	320
10	274

Avg. Time on Page

**00:02:17**  
Avg for View: 00:02:17 (0.00%)

Avg. Visit Duration

**00:00:55**  
Avg for View: 00:00:55 (0.00%)

Total Pageviews

**258,351**  
% of Total: 100.00% (258,351)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
doubleverify.com / display	56,158	93.94%
google / organic	40,423	70.07%
(direct) / (none)	38,408	75.26%
reddit.com / paid_social	17,305	95.77%
ebay.com / display	3,481	94.71%
AdCouncil / dis	2,082	89.58%
bing / organic	2,047	58.38%
t.co / referral	1,712	65.07%
fema.gov / referral	1,529	46.89%
m.facebook.com / referral	1,182	74.37%

Bounce Rate

**80.48%**  
Avg for View: 80.48% (0.00%)

Pageviews by Source

Source	Pageviews
doubleverify.com	62,482
google	62,316
(direct)	57,895
reddit.com	18,439
bing	4,213
fema.gov	4,008
ebay.com	3,915
search.usa.gov	3,278
AdCouncil	2,972
t.co	2,347

Total Unique Visitors

**164,192**  
% of Total: 100.00% (164,192)

Top Visited Pages

Page Title	Pageviews
Make A Plan   Ready.gov	78,277
Build A Kit   Ready.gov	30,422
Plan Ahead for Disasters   Ready.gov	23,608
Extreme Heat   Ready.gov	10,580
Emergency Alerts   Ready.gov	9,688
Power Outages   Ready.gov	4,354
Get #SummerReady   Ready.gov	3,748
Disasters and Emergencies   Ready.gov	3,599
Earthquakes   Ready.gov	3,238
Hurricanes   Ready.gov	2,768

Avg. Pages / Visit

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

Visits Originating from Social Networks

Social Network	Sessions
Facebook	2,294
Twitter	1,722
reddit	108
LinkedIn	32
YouTube	31
Instagram	22
Naver	12
Instagram Stories	5
Pinterest	5
HootSuite	4

READY.gov Search Web Performance Metrics

Jun 26, 2023 - Jul 2, 2023

All Users  
100.00% Sessions

Total Visits

185,039

% of Total: 100.00% (185,039)



Searches Using the Search Form on READY.gov

1,087

% of Total: 0.59% (185,039)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.ready.gov	7
https://www.ready.gov/kit	3
"what-is-system-protection-agreement"	2
생존키트	2
"cumi primer" risk and hazards and risks	1
assess damage incident	1
clear the damage here do i advise	1
Definition of flooding	1
effects of thunderstorms	1
Examples of emergency situations that good decisions can safe	1

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

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	44.03%	59
Above Average	32.09%	43
Average	14.93%	20
Below Average	4.48%	6
Poor	4.48%	6
TOTAL		134

## Q2 What information were you looking for today?

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	3.73%	5
Disaster assistance: applying, checking my status, or learning more about assistance	5.97%	8
Disaster declarations	0.00%	0
Disasters (specifically, types of disasters)	9.70%	13
Email, RSS feeds, or subscription services	1.49%	2
Employment or contracting opportunities	0.00%	0
Exercises	1.49%	2
Flood insurance	0.00%	0
Flood maps	2.24%	3
Forms or publications	2.24%	3
Grants	0.75%	1
Information about FEMA	0.00%	0
News	0.75%	1
Photographs	0.00%	0
Preparing for a disaster	52.24%	70
Recovering from a disaster	2.99%	4
Training	8.96%	12
Video	0.75%	1
Other	6.72%	9
<b>TOTAL</b>		<b>134</b>

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

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	83.58%	112
No	16.42%	22
TOTAL		134

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

Answered: 34 Skipped: 100

ANSWER CHOICES	RESPONSES	
Bad link	5.88%	2
Content wasn't easy to understand	17.65%	6
Error on page	8.82%	3
Multimedia/technical problem	0.00%	0
Outdated information	5.88%	2
Other	61.76%	21
<b>TOTAL</b>		<b>34</b>

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

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	91.79%	123
No	8.21%	11
TOTAL		134

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

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	91.79%	123
No	8.21%	11
TOTAL		134



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

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	13.43%	18
Disaster Survivor	6.72%	9
Emergency Managers and Personnel	5.22%	7
First Responder	1.49%	2
Government Official or Employee	11.19%	15
Home (Property) Owner	27.61%	37
Insurance Agent	0.00%	0
Job Seeker	3.73%	5
Media	1.49%	2
Student or Educator	14.18%	19
Other	14.93%	20
<b>TOTAL</b>		<b>134</b>

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

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	76.12%	102
Had technical difficulties (e.g. error messages, broken links)	1.49%	2
Links did not take me where I expected	2.99%	4
Links/labels are difficult to understand, they are not intuitive	0.75%	1
Navigated to general area but couldn't find the specific content needed	4.48%	6
Too many links or navigational choices	5.97%	8
Would often feel lost, not know where I was	2.99%	4
Other	5.22%	7
<b>TOTAL</b>		<b>134</b>

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

Answered: 134 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	44.78%	60
Encountered no difficulties	38.06%	51
I was not sure what words to use in my search	0.75%	1
Results were not helpful	2.99%	4
Results were not relevant to my search terms or needs	1.49%	2
Results were too similar/redundant	1.49%	2
Returned not enough or no results	2.24%	3
Returned too many results	2.24%	3
Other	5.97%	8
<b>TOTAL</b>		<b>134</b>