

Ready Web Performance Metrics

Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220609	36,781
20220601	36,465
20220602	32,633
20220607	27,763
20220608	27,324
20220614	27,052
20220613	26,632
20220603	26,292
20220606	26,116
20220615	23,604

Average Number of Visits per Visitor

Count of Sessions	Users
1	512,573
2	74,408
3	25,688
4	12,349
5	7,161
6	4,693
7	3,289
8	2,405
9	1,837
10	1,455

Avg. Time on Page

00:02:32
Avg for View: 00:02:32 (0.00%)

Avg. Visit Duration

00:01:33
Avg for View: 00:01:33 (0.00%)

Total Pageviews

1,052,356
% of Total: 100.00% (1,052,356)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	246,164	67.88%
(direct) / (none)	178,555	71.90%
facebook / paid_social	54,295	90.04%
AdCouncil / dis	22,739	84.56%
l.facebook.com / referral	16,788	85.43%
m.facebook.com / referral	11,420	82.61%
liveintent.com / display	10,580	98.65%
bing / organic	9,313	61.75%
fema.gov / referral	7,162	43.26%
search.usa.gov / referral	6,037	39.82%

Bounce Rate

71.01%
Avg for View: 71.01% (0.00%)

Pageviews by Source

Source	Pageviews
google	385,978
(direct)	294,742
facebook	59,558
AdCouncil	31,037
fema.gov	19,616
l.facebook.com	19,294
bing	18,778
search.usa.gov	16,737
classroom.google.com	14,275
m.facebook.com	13,355

Total Unique Visitors

542,115
% of Total: 100.00% (542,115)

Top Visited Pages

Page Title	Pageviews
Make A Plan Ready.gov	140,448
Build A Kit Ready.gov	111,074
Plan Ahead for Disasters Ready.gov	101,817
Extreme Heat Ready.gov	28,375
Hurricanes Ready.gov	27,874
Emergency Alerts Ready.gov	26,837
Nuclear Explosion Ready.gov	25,934
Haga un Plan Ready.gov	24,130
Tsunamis Ready.gov	23,566
Build a Kit	20,535

Avg. Pages / Visit

1.61
Avg for View: 1.61 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	33,516
Twitter	1,997
reddit	809
LinkedIn	263
YouTube	170
Instagram	129
Pinterest	32
Naver	21
Weebly	20
Blogger	18

READY.gov Search Web Performance Metrics

Jun 1, 2022 - Jun 30, 2022

 All Users
100.00% Sessions

Total Visits

655,380

% of Total: 100.00% (655,380)



Searches Using the Search Form on READY.gov

6,037

% of Total: 0.92% (655,380)



Organic Searches (Reported by Google)

Keyword	Organic Searches
tsunami warning agreement	60
이머전시 이스케이프 키트	9
ready.gov	5
site:www.proiu.com	5
이머전시이스케이프키트	5
https://www.ready.gov/kit	4
생존키트	4
https://www.ready.gov/	3
https://www.ready.gov/kids/games/data/bak-english/bedroom.html	3
https://www.ready.gov/plan	3

Q1 How would you rate your overall experience today?

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	45.88%	78
Above Average	31.18%	53
Average	15.29%	26
Below Average	1.76%	3
Poor	5.88%	10
TOTAL		170

Q2 What information were you looking for today?

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	3.53%	6
Disaster assistance: applying, checking my status, or learning more about assistance	8.24%	14
Disaster declarations	1.18%	2
Disasters (specifically, types of disasters)	11.18%	19
Email, RSS feeds, or subscription services	2.35%	4
Employment or contracting opportunities	1.18%	2
Exercises	4.12%	7
Flood insurance	0.00%	0
Flood maps	0.59%	1
Forms or publications	2.94%	5
Grants	0.00%	0
Information about FEMA	0.59%	1
News	2.94%	5
Photographs	1.76%	3
Preparing for a disaster	35.29%	60
Recovering from a disaster	1.76%	3
Training	10.59%	18
Video	1.76%	3
Other	10.00%	17
TOTAL		170

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

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	80.00%	136
No	20.00%	34
TOTAL		170

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

Answered: 48 Skipped: 122

ANSWER CHOICES	RESPONSES	
Bad link	8.33%	4
Content wasn't easy to understand	16.67%	8
Error on page	2.08%	1
Multimedia/technical problem	10.42%	5
Outdated information	6.25%	3
Other	56.25%	27
TOTAL		48

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

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	91.76%	156
No	8.24%	14
TOTAL		170

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

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	88.82%	151
No	11.18%	19
TOTAL		170

Q7 Which one of the following best describes you?

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	16.47%	28
Disaster Survivor	8.24%	14
Emergency Managers and Personnel	8.24%	14
First Responder	1.76%	3
Government Official or Employee	10.59%	18
Home (Property) Owner	17.06%	29
Insurance Agent	0.00%	0
Job Seeker	0.00%	0
Media	1.76%	3
Student or Educator	21.76%	37
Other	14.12%	24
TOTAL		170

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

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	68.24%	116
Had technical difficulties (e.g. error messages, broken links)	2.35%	4
Links did not take me where I expected	5.88%	10
Links/labels are difficult to understand, they are not intuitive	1.76%	3
Navigated to general area but couldn't find the specific content needed	10.00%	17
Too many links or navigational choices	4.71%	8
Would often feel lost, not know where I was	2.94%	5
Other	4.12%	7
TOTAL		170

Q9 How was your experience using our site search?

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	49.41%	84
Encountered no difficulties	29.41%	50
I was not sure what words to use in my search	5.88%	10
Results were not helpful	2.35%	4
Results were not relevant to my search terms or needs	2.35%	4
Results were too similar/redundant	0.00%	0
Returned not enough or no results	3.53%	6
Returned too many results	0.59%	1
Other	6.47%	11
TOTAL		170