

Ready Web Performance Metrics

Mar 30, 2023 - Apr 5, 2023

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20230331	33,488
20230404	28,392
20230330	27,953
20230403	26,709
20230405	26,187
20230401	17,458
20230402	14,436

Average Number of Visits per Visitor

Count of Sessions	Users
1	135,810
2	19,741
3	6,691
4	3,259
5	1,782
6	1,142
7	735
8	552
9	399
10	308

Avg. Time on Page

00:02:20
Avg for View: 00:02:20 (0.00%)

Avg. Visit Duration

00:02:06
Avg for View: 00:02:06 (0.00%)

Total Pageviews

331,656
% of Total: 100.00% (331,656)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	62,942	66.82%
(direct) / (none)	49,653	65.92%
AdCouncil / dis	9,990	88.91%
classroom.google.com / referral	6,409	26.45%
bing / organic	3,123	56.96%
search.usa.gov / referral	3,026	47.46%
nexstardigital.com / display	2,633	89.29%
fema.gov / referral	2,521	42.64%
m.facebook.com / referral	2,154	69.13%
ebay.com / display	1,982	95.06%

Bounce Rate

65.34%
Avg for View: 65.34% (0.00%)

Pageviews by Source

Source	Pageviews
google	104,086
(direct)	98,049
classroom.google.com	29,352
AdCouncil	12,313
search.usa.gov	8,005
bing	6,948
fema.gov	6,400
nexstardigital.com	3,027
m.facebook.com	2,741
app.nearpod.com	2,460

Total Unique Visitors

146,107
% of Total: 100.00% (146,107)

Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	30,641
Make A Plan Ready.gov	28,139
Build A Kit Ready.gov	27,674
Emergency Alerts Ready.gov	13,945
Build a Kit	13,467
Tornadoes Ready.gov	13,439
Disaster Master	12,864
Earthquakes Ready.gov	9,459
Disaster Facts Ready.gov	9,420
Disasters and Emergencies Ready.gov	6,667

Avg. Pages / Visit

1.90
Avg for View: 1.90 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	5,331
Twitter	1,021
reddit	116
Instagram	48
Weebly	34
YouTube	33
Naver	16
LinkedIn	13
Instagram Stories	11
Blogger	4

READY.gov Search Web Performance Metrics

Mar 30, 2023 - Apr 5, 2023

All Users
100.00% Sessions

Total Visits

174,623

% of Total: 100.00% (174,623)



Searches Using the Search Form on READY.gov

3,026

% of Total: 1.73% (174,623)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.ready.gov	13
생존키트	5
"what-is-system-protection-agreement"	4
https://www.ready.gov/kids/disaster-facts	4
https://www.ready.gov/power-outages	3
https://www.ready.gov/kit	2
재난키트	2
차량ready	2
10.1.48.23/#/alerts	1
business continuity plan 이란?	1

Q1 How would you rate your overall experience today?

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	39.71%	83
Above Average	33.49%	70
Average	18.66%	39
Below Average	4.31%	9
Poor	3.83%	8
TOTAL		209

Q2 What information were you looking for today?

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	0.96%	2
Disaster assistance: applying, checking my status, or learning more about assistance	8.61%	18
Disaster declarations	3.35%	7
Disasters (specifically, types of disasters)	11.48%	24
Email, RSS feeds, or subscription services	1.44%	3
Employment or contracting opportunities	0.96%	2
Exercises	1.44%	3
Flood insurance	0.48%	1
Flood maps	0.96%	2
Forms or publications	4.78%	10
Grants	0.48%	1
Information about FEMA	0.00%	0
News	0.00%	0
Photographs	0.96%	2
Preparing for a disaster	37.80%	79
Recovering from a disaster	2.87%	6
Training	6.22%	13
Video	0.96%	2
Other	16.27%	34
TOTAL		209

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

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.73%	152
No	27.27%	57
TOTAL		209

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

Answered: 71 Skipped: 138

ANSWER CHOICES	RESPONSES	
Bad link	7.04%	5
Content wasn't easy to understand	9.86%	7
Error on page	8.45%	6
Multimedia/technical problem	2.82%	2
Outdated information	8.45%	6
Other	63.38%	45
TOTAL		71

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

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	89.00%	186
No	11.00%	23
TOTAL		209

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

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	85.65%	179
No	14.35%	30
TOTAL		209

Q7 Which one of the following best describes you?

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	14.35%	30
Disaster Survivor	4.78%	10
Emergency Managers and Personnel	7.18%	15
First Responder	4.31%	9
Government Official or Employee	6.70%	14
Home (Property) Owner	18.66%	39
Insurance Agent	0.48%	1
Job Seeker	3.35%	7
Media	0.00%	0
Student or Educator	30.62%	64
Other	9.57%	20
TOTAL		209

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

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	64.59%	135
Had technical difficulties (e.g. error messages, broken links)	0.48%	1
Links did not take me where I expected	3.35%	7
Links/labels are difficult to understand, they are not intuitive	2.87%	6
Navigated to general area but couldn't find the specific content needed	10.53%	22
Too many links or navigational choices	2.87%	6
Would often feel lost, not know where I was	4.78%	10
Other	10.53%	22
TOTAL		209

Q9 How was your experience using our site search?

Answered: 209 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	41.15%	86
Encountered no difficulties	32.06%	67
I was not sure what words to use in my search	5.26%	11
Results were not helpful	4.78%	10
Results were not relevant to my search terms or needs	2.39%	5
Results were too similar/redundant	0.96%	2
Returned not enough or no results	2.87%	6
Returned too many results	0.96%	2
Other	9.57%	20
TOTAL		209