

Ready Web Performance Metrics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220301	337,290
20220302	185,330
20220303	155,323
20220304	113,295
20220306	74,001
20220305	73,450
20220307	72,250
20220309	64,413
20220308	63,065
20220310	55,728

Average Number of Visits per Visitor

Count of Sessions	Users
1	1,511,447
2	254,531
3	83,103
4	37,614
5	20,185
6	12,562
7	8,470
8	6,143
9	4,540
10	3,613

Avg. Time on Page

00:03:09
Avg for View: 00:03:09 (0.00%)

Avg. Visit Duration

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

Total Pageviews

3,238,981
% of Total: 100.00% (3,238,981)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	854,212	61.62%
(direct) / (none)	562,712	64.26%
m.facebook.com / referral	79,214	61.47%
lm.facebook.com / referral	42,941	52.81%
search.usa.gov / referral	23,648	54.54%
bing / organic	21,753	60.42%
t.co / referral	19,881	69.13%
classroom.google.com / referral	19,515	25.91%
AdCouncil / dis	16,358	84.94%
quantcast.com / display	16,053	95.27%

Bounce Rate

61.76%
Avg for View: 61.76% (0.00%)

Pageviews by Source

Source	Pageviews
google	1,303,399
(direct)	958,322
m.facebook.com	110,638
classroom.google.com	93,452
lm.facebook.com	66,412
search.usa.gov	48,503
bing	41,183
fema.gov	38,717
t.co	26,952
AdCouncil	25,152

Total Unique Visitors

1,576,220
% of Total: 100.00% (1,576,220)

Top Visited Pages

Page Title	Pageviews
Nuclear Explosion Ready.gov	987,244
Plan Ahead for Disasters Ready.gov	413,958
Build A Kit Ready.gov	287,453
Make A Plan Ready.gov	169,650
Shelter Ready.gov	92,533
Build a Kit	83,839
Emergency Alerts Ready.gov	48,397
Disaster Master	45,141
Disasters and Emergencies Ready.gov	43,090
Tsunamis Ready.gov	40,946

Avg. Pages / Visit

1.66
Avg for View: 1.66 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	136,663
Twitter	19,909
Instagram	6,860
YouTube	5,429
reddit	3,873
Instagram Stories	1,560
LinkedIn	946
Hacker News	458
Sina Weibo	200
Snapchat	191

READY.gov Search Web Performance Metrics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Total Visits

1,955,595

% of Total: 100.00% (1,955,595)



Searches Using the Search Form on READY.gov

23,648

% of Total: 1.21% (1,955,595)



Organic Searches (Reported by Google)

Keyword	Organic Searches
ready.gov	32
https://www.ready.gov/nuclear-explosion	19
risk assessment	18
https://www.ready.gov/kit	11
alerts	9
https://www.ready.gov/floods	8
https://www.ready.gov/tsunamis	8
nuclear bomb	8
business continuity plan	7
생존키트	7

Q1 How would you rate your overall experience today?

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	38.68%	147
Above Average	34.21%	130
Average	18.42%	70
Below Average	2.89%	11
Poor	5.79%	22
TOTAL		380

Q2 What information were you looking for today?

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	2.11%	8
Disaster assistance: applying, checking my status, or learning more about assistance	6.05%	23
Disaster declarations	1.58%	6
Disasters (specifically, types of disasters)	16.58%	63
Email, RSS feeds, or subscription services	0.53%	2
Employment or contracting opportunities	0.26%	1
Exercises	0.79%	3
Flood insurance	0.00%	0
Flood maps	0.26%	1
Forms or publications	1.32%	5
Grants	0.26%	1
Information about FEMA	0.53%	2
News	1.05%	4
Photographs	1.05%	4
Preparing for a disaster	52.11%	198
Recovering from a disaster	1.84%	7
Training	5.26%	20
Video	0.53%	2
Other	7.89%	30
TOTAL		380

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

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	83.68%	318
No	16.32%	62
TOTAL		380

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

Answered: 95 Skipped: 285

ANSWER CHOICES	RESPONSES	
Bad link	3.16%	3
Content wasn't easy to understand	20.00%	19
Error on page	3.16%	3
Multimedia/technical problem	4.21%	4
Outdated information	9.47%	9
Other	60.00%	57
TOTAL		95

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

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	91.58%	348
No	8.42%	32
TOTAL		380

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

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	88.95%	338
No	11.05%	42
TOTAL		380

Q7 Which one of the following best describes you?

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	9.47%	36
Disaster Survivor	6.58%	25
Emergency Managers and Personnel	4.21%	16
First Responder	2.89%	11
Government Official or Employee	4.47%	17
Home (Property) Owner	34.21%	130
Insurance Agent	0.53%	2
Job Seeker	1.05%	4
Media	0.79%	3
Student or Educator	19.21%	73
Other	16.58%	63
TOTAL		380

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

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	73.68%	280
Had technical difficulties (e.g. error messages, broken links)	2.11%	8
Links did not take me where I expected	1.84%	7
Links/labels are difficult to understand, they are not intuitive	3.42%	13
Navigated to general area but couldn't find the specific content needed	5.53%	21
Too many links or navigational choices	2.89%	11
Would often feel lost, not know where I was	3.68%	14
Other	6.84%	26
TOTAL		380

Q9 How was your experience using our site search?

Answered: 380 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	46.84%	178
Encountered no difficulties	30.26%	115
I was not sure what words to use in my search	3.16%	12
Results were not helpful	2.89%	11
Results were not relevant to my search terms or needs	3.42%	13
Results were too similar/redundant	0.79%	3
Returned not enough or no results	1.58%	6
Returned too many results	1.84%	7
Other	9.21%	35
TOTAL		380