

Ready Web Performance Metrics

May 1, 2023 - May 31, 2023

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20230531	54,003
20230504	42,940
20230502	42,216
20230501	41,922
20230508	41,672
20230509	40,993
20230510	40,657
20230503	40,614
20230516	40,064
20230511	39,811

Average Number of Visits per Visitor

Count of Sessions	Users
1	844,599
2	94,666
3	37,627
4	19,771
5	12,182
6	7,928
7	5,571
8	3,906
9	2,831
10	2,127

Avg. Time on Page



Avg. Visit Duration



Total Pageviews



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
doubleverify.com / display	314,902	93.25%
google / organic	255,013	68.31%
(direct) / (none)	171,683	69.89%
facebook / paid_social	80,498	89.85%
ebay.com / display	28,709	95.03%
classroom.google.com / referral	23,244	32.68%
google / cpc	18,253	84.52%
bing / organic	12,756	56.22%
search.usa.gov / referral	12,350	46.56%
youtube / paid_social	9,456	93.81%

Bounce Rate



Pageviews by Source

Source	Pageviews
google	440,128
doubleverify.com	351,666
(direct)	320,742
classroom.google.com	93,614
facebook	87,356
search.usa.gov	33,895
bing	31,463
ebay.com	31,152
fema.gov	19,180
youtube	10,507

Total Unique Visitors



Top Visited Pages

Page Title	Pageviews
Make A Plan Ready.gov	497,207
Build A Kit Ready.gov	115,577
Plan Ahead for Disasters Ready.gov	105,312
Build a Kit	51,337
Haga un Plan Ready.gov	45,997
Disaster Master	38,662
Earthquakes Ready.gov	34,655
Hurricanes Ready.gov	29,227
Tsunamis Ready.gov	28,553
Disasters and Emergencies Ready.gov	25,063

Avg. Pages / Visit



Visits Originating from Social Networks

Social Network	Sessions
Facebook	6,695
Twitter	1,857
reddit	339
YouTube	143
Naver	126
LinkedIn	105
Weebly	100
Instagram	95
Pinterest	19
Instagram Stories	18

READY.gov Search Web Performance Metrics

May 1, 2023 - May 31, 2023

All Users

100.00% Sessions

Total Visits

1,042,348


% of Total: 100.00% (1,042,348)



Searches Using the Search Form on READY.gov

12,350

% of Total: 1.18% (1,042,348)



Organic Searches (Reported by Google)	
Keyword	Organic Searches
생존키트	62
재난키트	37
site:www.ready.gov	31
https://www.ready.gov/kit	17
"what-is-system-protection-agreement"	9
https://www.ready.gov/business/implementation/emergency	3
https://www.ready.gov/es/terremotos#:~:text=Un terremoto es un t emblo,deslizamientos de tierra o avalanchas.	3
https://www.ready.gov/power-outages	3
https://www.ready.gov/tl/hurricanes	3
https://www.ready.gov/tsunamis	3

Q1 How would you rate your overall experience today?

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	41.18%	70
Above Average	26.47%	45
Average	27.06%	46
Below Average	1.18%	2
Poor	4.12%	7
TOTAL		170

Q2 What information were you looking for today?

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	2.94%	5
Disaster assistance: applying, checking my status, or learning more about assistance	5.88%	10
Disaster declarations	0.59%	1
Disasters (specifically, types of disasters)	13.53%	23
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	1.18%	2
Exercises	0.59%	1
Flood insurance	0.00%	0
Flood maps	1.76%	3
Forms or publications	3.53%	6
Grants	1.18%	2
Information about FEMA	2.35%	4
News	1.76%	3
Photographs	0.59%	1
Preparing for a disaster	34.71%	59
Recovering from a disaster	1.18%	2
Training	8.82%	15
Video	0.59%	1
Other	18.82%	32
TOTAL		170

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

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.94%	124
No	27.06%	46
TOTAL		170

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

Answered: 60 Skipped: 110

ANSWER CHOICES	RESPONSES	
Bad link	3.33%	2
Content wasn't easy to understand	11.67%	7
Error on page	5.00%	3
Multimedia/technical problem	6.67%	4
Outdated information	3.33%	2
Other	70.00%	42
TOTAL		60

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	88.24%	150
No	11.76%	20
TOTAL		170

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

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.06%	148
No	12.94%	22
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	11.18%	19
Disaster Survivor	8.82%	15
Emergency Managers and Personnel	5.29%	9
First Responder	2.94%	5
Government Official or Employee	6.47%	11
Home (Property) Owner	16.47%	28
Insurance Agent	1.18%	2
Job Seeker	1.76%	3
Media	0.59%	1
Student or Educator	27.06%	46
Other	18.24%	31
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	64.12%	109
Had technical difficulties (e.g. error messages, broken links)	2.94%	5
Links did not take me where I expected	4.12%	7
Links/labels are difficult to understand, they are not intuitive	2.94%	5
Navigated to general area but couldn't find the specific content needed	7.65%	13
Too many links or navigational choices	3.53%	6
Would often feel lost, not know where I was	3.53%	6
Other	11.18%	19
TOTAL		170

Q9 How was your experience using our site search?

Answered: 170 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	43.53%	74
Encountered no difficulties	24.12%	41
I was not sure what words to use in my search	5.29%	9
Results were not helpful	4.71%	8
Results were not relevant to my search terms or needs	4.12%	7
Results were too similar/redundant	2.35%	4
Returned not enough or no results	1.76%	3
Returned too many results	0.59%	1
Other	13.53%	23
TOTAL		170