

Ready Web Performance Metrics

May 1, 2022 - May 31, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220524	33,244
20220503	32,512
20220502	31,962
20220525	31,321
20220504	30,951
20220531	30,448
20220519	30,102
20220518	29,908
20220526	29,519
20220523	29,200

Average Number of Visits per Visitor

Count of Sessions	Users
1	592,358
2	94,202
3	34,160
4	16,951
5	10,033
6	6,418
7	4,302
8	3,076
9	2,322
10	1,719

Avg. Time on Page

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

Avg. Visit Duration

00:01:59
Avg for View: 00:01:59 (0.00%)

Total Pageviews

1,401,583
% of Total: 100.00% (1,401,583)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	341,820	67.18%
(direct) / (none)	183,370	69.71%
AdCouncil / dis	37,908	85.12%
facebook / paid_social	32,805	89.82%
classroom.google.com / referral	16,097	29.99%
bing / organic	11,024	61.72%
search.usa.gov / referral	10,332	44.32%
l.facebook.com / referral	10,172	84.44%
m.facebook.com / referral	8,438	77.71%
liveintent.com / display	8,422	98.30%

Bounce Rate

67.99%
Avg for View: 67.99% (0.00%)

Pageviews by Source

Source	Pageviews
google	554,200
(direct)	336,363
classroom.google.com	72,626
AdCouncil	55,427
facebook	35,731
search.usa.gov	28,779
bing	23,096
fema.gov	20,518
app.nearpod.com	13,068
l.facebook.com	11,907

Total Unique Visitors

625,245
% of Total: 100.00% (625,245)

Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	154,373
Make A Plan Ready.gov	139,810
Plan Ahead for Disasters Ready.gov	114,366
Build a Kit	65,467
Nuclear Explosion Ready.gov	57,813
Disaster Master	37,183
Tsunamis Ready.gov	34,453
Hurricanes Ready.gov	31,429
Food Ready.gov	30,908
Emergency Alerts Ready.gov	27,021

Avg. Pages / Visit

1.78
Avg for View: 1.78 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	23,870
Twitter	3,229
reddit	2,287
Instagram	539
YouTube	233
Vkontakte	130
LinkedIn	127
Instagram Stories	79
Hacker News	60
Weebly	54

READY.gov Search Web Performance Metrics

May 1, 2022 - May 31, 2022

All Users
100.00% Sessions

Total Visits

787,758

% of Total: 100.00% (787,758)



Searches Using the Search Form on READY.gov

10,332

% of Total: 1.31% (787,758)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.readybusiness.gov	7
https://www.ready.gov/kit	5
risk assessment	5
CERT	4
How to stay safe during an earthquake	4
https://www.ready.gov/kids/games/data/bak-english/index.html	4
ready.gov	4
site:www.proiu.com	4
생존키트	4
business continuity plan	3

Q1 How would you rate your overall experience today?

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	45.87%	100
Above Average	30.73%	67
Average	17.43%	38
Below Average	1.83%	4
Poor	4.13%	9
TOTAL		218

Q2 What information were you looking for today?

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	4.59%	10
Disaster assistance: applying, checking my status, or learning more about assistance	5.96%	13
Disaster declarations	1.38%	3
Disasters (specifically, types of disasters)	13.76%	30
Email, RSS feeds, or subscription services	0.92%	2
Employment or contracting opportunities	0.46%	1
Exercises	1.83%	4
Flood insurance	0.92%	2
Flood maps	1.83%	4
Forms or publications	1.83%	4
Grants	0.92%	2
Information about FEMA	1.83%	4
News	0.46%	1
Photographs	1.38%	3
Preparing for a disaster	45.41%	99
Recovering from a disaster	0.92%	2
Training	6.42%	14
Video	0.46%	1
Other	8.72%	19
TOTAL		218

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

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	76.61%	167
No	23.39%	51
TOTAL		218

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

Answered: 70 Skipped: 148

ANSWER CHOICES	RESPONSES	
Bad link	10.00%	7
Content wasn't easy to understand	17.14%	12
Error on page	8.57%	6
Multimedia/technical problem	4.29%	3
Outdated information	4.29%	3
Other	55.71%	39
TOTAL		70

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

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	89.91%	196
No	10.09%	22
TOTAL		218

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

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.16%	190
No	12.84%	28
TOTAL		218

Q7 Which one of the following best describes you?

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	10.55%	23
Disaster Survivor	6.42%	14
Emergency Managers and Personnel	7.80%	17
First Responder	3.67%	8
Government Official or Employee	6.42%	14
Home (Property) Owner	23.39%	51
Insurance Agent	0.00%	0
Job Seeker	1.38%	3
Media	0.46%	1
Student or Educator	19.72%	43
Other	20.18%	44
TOTAL		218

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

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	72.48%	158
Had technical difficulties (e.g. error messages, broken links)	3.67%	8
Links did not take me where I expected	3.67%	8
Links/labels are difficult to understand, they are not intuitive	2.75%	6
Navigated to general area but couldn't find the specific content needed	5.96%	13
Too many links or navigational choices	1.38%	3
Would often feel lost, not know where I was	2.29%	5
Other	7.80%	17
TOTAL		218

Q9 How was your experience using our site search?

Answered: 218 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	42.20%	92
Encountered no difficulties	31.19%	68
I was not sure what words to use in my search	5.05%	11
Results were not helpful	3.67%	8
Results were not relevant to my search terms or needs	3.67%	8
Results were too similar/redundant	1.83%	4
Returned not enough or no results	1.83%	4
Returned too many results	1.38%	3
Other	9.17%	20
TOTAL		218