

Ready Web Performance Metrics

Nov 1, 2022 - Nov 30, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20221108	60,489
20221114	59,525
20221115	59,448
20221109	58,155
20221116	57,571
20221107	55,394
20221110	55,255
20221121	55,073
20221130	53,622
20221117	53,508

Average Number of Visits per Visitor

Count of Sessions	Users
1	1,350,220
2	85,351
3	27,764
4	12,726
5	7,102
6	4,458
7	2,974
8	2,092
9	1,521
10	1,175

Avg. Time on Page

00:02:31
Avg for View: 00:02:31 (0.00%)

Avg. Visit Duration

00:00:48
Avg for View: 00:00:48 (0.00%)

Total Pageviews

1,976,120
% of Total: 100.00% (1,976,120)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
doubleverify.com / display	793,376	98.28%
google / organic	273,320	70.14%
(direct) / (none)	190,579	75.99%
facebook / paid_social	76,167	89.44%
quantcast.com / display	23,098	98.85%
classroom.google.com / referral	11,343	29.30%
bing / organic	9,733	64.12%
amazon.com / display	7,511	93.32%
search.usa.gov / referral	7,041	47.64%
fema.gov / referral	6,861	49.63%

Bounce Rate

86.49%
Avg for View: 86.49% (0.00%)

Pageviews by Source

Source	Pageviews
doubleverify.com	816,749
google	425,461
(direct)	318,134
facebook	83,827
classroom.google.com	51,912
quantcast.com	23,866
bing	19,988
search.usa.gov	17,882
fema.gov	17,270
app.nearpod.com	8,773

Total Unique Visitors

1,370,135
% of Total: 100.00% (1,370,135)

Top Visited Pages

Page Title	Pageviews
Make A Plan Ready.gov	980,218
Build A Kit Ready.gov	97,418
Plan Ahead for Disasters Ready.gov	93,151
Build a Kit	52,143
Earthquakes Ready.gov	35,363
Tsunamis Ready.gov	32,108
Disaster Master	27,679
Hurricanes Ready.gov	24,483
Nuclear Explosion Ready.gov	23,959
Hurricanes Ready.gov	23,379

Avg. Pages / Visit

1.32
Avg for View: 1.32 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	7,144
Twitter	4,204
reddit	277
Instagram	191
YouTube	102
Naver	66
LinkedIn	58
Pinterest	40
Blogger	35
Weebly	32

READY.gov Search Web Performance Metrics

Nov 1, 2022 - Nov 30, 2022

All Users
100.00% Sessions

Total Visits

1,501,812

% of Total: 100.00% (1,501,812)



Searches Using the Search Form on READY.gov

7,041

% of Total: 0.47% (1,501,812)



Organic Searches (Reported by Google)

Keyword	Organic Searches
site:www.ready.gov	49
생존 키트	49
https://www.ready.gov/kit	23
팬데믹	20
https://www.ready.gov/kids/disaster-facts	16
https://www.ready.gov/tsunamis	11
https://www.ready.gov/food	10
https://www.ready.gov/kids/disaster-facts/tsunamis	9
팬데믹	9
https://www.ready.gov/earthquakes	8

Q1 How would you rate your overall experience today?

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	43.31%	68
Above Average	31.21%	49
Average	16.56%	26
Below Average	2.55%	4
Poor	6.37%	10
TOTAL		157

Q2 What information were you looking for today?

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	1.91%	3
Disaster assistance: applying, checking my status, or learning more about assistance	8.28%	13
Disaster declarations	3.82%	6
Disasters (specifically, types of disasters)	11.46%	18
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	1.91%	3
Exercises	0.00%	0
Flood insurance	0.64%	1
Flood maps	0.64%	1
Forms or publications	1.91%	3
Grants	2.55%	4
Information about FEMA	1.91%	3
News	0.64%	1
Photographs	0.00%	0
Preparing for a disaster	45.22%	71
Recovering from a disaster	1.91%	3
Training	7.64%	12
Video	0.64%	1
Other	8.92%	14
TOTAL		157

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

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	80.89%	127
No	19.11%	30
TOTAL		157

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

Answered: 47 Skipped: 110

ANSWER CHOICES	RESPONSES	
Bad link	12.77%	6
Content wasn't easy to understand	12.77%	6
Error on page	10.64%	5
Multimedia/technical problem	2.13%	1
Outdated information	14.89%	7
Other	46.81%	22
TOTAL		47

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

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	86.62%	136
No	13.38%	21
TOTAL		157

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

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.26%	137
No	12.74%	20
TOTAL		157

Q7 Which one of the following best describes you?

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	7.64%	12
Disaster Survivor	7.64%	12
Emergency Managers and Personnel	8.92%	14
First Responder	1.91%	3
Government Official or Employee	12.10%	19
Home (Property) Owner	21.02%	33
Insurance Agent	0.00%	0
Job Seeker	0.64%	1
Media	2.55%	4
Student or Educator	20.38%	32
Other	17.20%	27
TOTAL		157

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

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	70.06%	110
Had technical difficulties (e.g. error messages, broken links)	4.46%	7
Links did not take me where I expected	4.46%	7
Links/labels are difficult to understand, they are not intuitive	2.55%	4
Navigated to general area but couldn't find the specific content needed	5.10%	8
Too many links or navigational choices	1.27%	2
Would often feel lost, not know where I was	5.10%	8
Other	7.01%	11
TOTAL		157

Q9 How was your experience using our site search?

Answered: 157 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	44.59%	70
Encountered no difficulties	32.48%	51
I was not sure what words to use in my search	1.91%	3
Results were not helpful	4.46%	7
Results were not relevant to my search terms or needs	1.91%	3
Results were too similar/redundant	1.91%	3
Returned not enough or no results	1.91%	3
Returned too many results	1.27%	2
Other	9.55%	15
TOTAL		157