

Ready Web Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20211104	32,946
20211109	32,232
20211103	31,870
20211101	31,783
20211108	31,353
20211102	31,000
20211130	29,825
20211110	29,820
20211117	29,501
20211116	29,420

Average Number of Visits per Visitor

Count of Sessions	Users
1	605,157
2	70,415
3	23,599
4	11,036
5	6,155
6	3,823
7	2,578
8	1,841
9	1,417
10	1,130

Avg. Time on Page

00:02:36
Avg for View: 00:02:36 (0.00%)

Avg. Visit Duration

00:01:40
Avg for View: 00:01:40 (0.00%)

Total Pageviews

1,208,874
% of Total: 100.00% (1,208,874)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	307,313	69.20%
(direct) / (none)	142,199	68.20%
liveintent.com / display	102,504	93.91%
cadreon.com / display	59,544	94.40%
adcouncil.org / banner	11,361	89.73%
classroom.google.com / referral	10,518	25.76%
bing / organic	8,423	63.69%
fema.gov / referral	7,453	51.95%
search.usa.gov / referral	7,329	46.83%
m.facebook.com / referral	4,596	81.55%

Bounce Rate

73.14%
Avg for View: 73.14% (0.00%)

Pageviews by Source

Source	Pageviews
google	482,653
(direct)	262,840
liveintent.com	109,556
cadreon.com	63,188
classroom.google.com	56,001
search.usa.gov	18,305
fema.gov	17,403
bing	16,370
adcouncil.org	14,083
app.nearpod.com	9,585

Total Unique Visitors

624,023
% of Total: 100.00% (624,023)

Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	162,347
Make A Plan Ready.gov	146,223
Build A Kit Ready.gov	97,537
Build a Kit	53,174
Tsunamis Ready.gov	37,185
Disaster Master	35,423
Earthquakes Ready.gov	32,081
Floods Ready.gov	27,425
Volcanoes Ready.gov	22,351
Emergency Alerts Ready.gov	22,070

Avg. Pages / Visit

1.63
Avg for View: 1.63 (0.00%)

Visits Originating from Social Netw...

Social Network	Sessions
Facebook	7,518
Twitter	1,257
reddit	565
YouTube	287
Instagram	71
LinkedIn	52
Blogger	51
Weebly	48
Vkontakte	26
Pinterest	23

READY.gov Search Web Performance Metrics

Nov 1, 2021 - Nov 30, 2021

 All Users
100.00% Sessions

Total Visits

739,411

% of Total: 100.00% (739,411)



Searches Using the Search Form on READY.gov

7,329

% of Total: 0.99% (739,411)



Organic Searches (Reported by Google)

Keyword	Organic Searches
https://www.ready.gov/kids/disaster-facts	23
flood	17
risk assessment	13
https://www.ready.gov/earthquakes	9
https://www.ready.gov/kids/games	9
cert	8
CERT	8
https://www.ready.gov/kids/games/data/dm-english/	6
https://www.ready.gov/kids/games/data/dm-english/index.html	6
https://www.ready.gov/plan	6

Q1 How would you rate your overall experience today?

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	37.78%	34
Above Average	30.00%	27
Average	24.44%	22
Below Average	3.33%	3
Poor	4.44%	4
TOTAL		90

Q2 What information were you looking for today?

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	5.56%	5
Disaster assistance: applying, checking my status, or learning more about assistance	13.33%	12
Disaster declarations	2.22%	2
Disasters (specifically, types of disasters)	7.78%	7
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	1.11%	1
Exercises	2.22%	2
Flood insurance	1.11%	1
Flood maps	1.11%	1
Forms or publications	2.22%	2
Grants	1.11%	1
Information about FEMA	3.33%	3
News	1.11%	1
Photographs	0.00%	0
Preparing for a disaster	32.22%	29
Recovering from a disaster	1.11%	1
Training	7.78%	7
Video	1.11%	1
Other	15.56%	14
TOTAL		90

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

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	71.11%	64
No	28.89%	26
TOTAL		90

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

Answered: 40 Skipped: 50

ANSWER CHOICES	RESPONSES	
Bad link	5.00%	2
Content wasn't easy to understand	25.00%	10
Error on page	5.00%	2
Multimedia/technical problem	10.00%	4
Outdated information	2.50%	1
Other	52.50%	21
TOTAL		40

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

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	85.56%	77
No	14.44%	13
TOTAL		90

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

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	82.22%	74
No	17.78%	16
TOTAL		90

Q7 Which one of the following best describes you?

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	12.22%	11
Disaster Survivor	5.56%	5
Emergency Managers and Personnel	10.00%	9
First Responder	5.56%	5
Government Official or Employee	7.78%	7
Home (Property) Owner	17.78%	16
Insurance Agent	1.11%	1
Job Seeker	2.22%	2
Media	1.11%	1
Student or Educator	23.33%	21
Other	13.33%	12
TOTAL		90

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

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	57.78%	52
Had technical difficulties (e.g. error messages, broken links)	4.44%	4
Links did not take me where I expected	12.22%	11
Links/labels are difficult to understand, they are not intuitive	1.11%	1
Navigated to general area but couldn't find the specific content needed	6.67%	6
Too many links or navigational choices	3.33%	3
Would often feel lost, not know where I was	4.44%	4
Other	10.00%	9
TOTAL		90

Q9 How was your experience using our site search?

Answered: 90 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	37.78%	34
Encountered no difficulties	31.11%	28
I was not sure what words to use in my search	7.78%	7
Results were not helpful	5.56%	5
Results were not relevant to my search terms or needs	1.11%	1
Results were too similar/redundant	3.33%	3
Returned not enough or no results	3.33%	3
Returned too many results	1.11%	1
Other	8.89%	8
TOTAL		90