

Ready Web Performance Metrics

Oct 1, 2022 - Oct 31, 2022

All Users  
100.00% Sessions

Visits to Ready

Date	Sessions
20221007	80,786
20221010	69,105
20221025	68,594
20221026	67,117
20221011	66,727
20221020	62,451
20221012	61,249
20221027	60,778
20221006	60,473
20221019	59,495

Average Number of Visits per Visitor

Count of Sessions	Users
1	1,430,714
2	102,170
3	31,972
4	14,411
5	7,960
6	5,025
7	3,449
8	2,543
9	1,967
10	1,554

Avg. Time on Page

**00:02:47**  
Avg for View: 00:02:47 (0.00%)

Avg. Visit Duration

**00:01:03**  
Avg for View: 00:01:03 (0.00%)

Total Pageviews

**2,233,834**  
% of Total: 100.00% (2,233,834)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
doubleverify.com / display	728,420	98.85%
google / organic	447,419	65.59%
(direct) / (none)	239,744	70.88%
quantcast.com / display	22,216	98.31%
fema.gov / referral	14,332	53.97%
bing / organic	12,932	60.66%
classroom.google.com / referral	10,795	25.91%
search.usa.gov / referral	8,353	45.40%
AdCouncil / dis	6,008	92.51%
m.facebook.com / referral	5,467	69.03%

Bounce Rate

**81.23%**  
Avg for View: 81.23% (0.00%)

Pageviews by Source

Source	Pageviews
doubleverify.com	749,079
google	667,703
(direct)	404,898
classroom.google.com	52,420
fema.gov	32,911
bing	25,530
quantcast.com	22,909
search.usa.gov	21,737
app.nearpod.com	11,355
m.facebook.com	7,398

Total Unique Visitors

**1,455,304**  
% of Total: 100.00% (1,455,304)

Top Visited Pages

Page Title	Pageviews
Make A Plan   Ready.gov	838,225
Nuclear Explosion   Ready.gov	176,996
Build A Kit   Ready.gov	152,911
Plan Ahead for Disasters   Ready.gov	125,839
Build a Kit	50,638
Earthquakes   Ready.gov	39,995
Tsunamis   Ready.gov	34,063
Disaster Master	32,312
Shelter   Ready.gov	31,445
Emergency Alerts   Ready.gov	27,351

Avg. Pages / Visit

**1.38**  
Avg for View: 1.38 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	14,003
Twitter	2,801
reddit	1,039
Instagram	317
Hacker News	216
YouTube	180
LinkedIn	149
Pinterest	94
Naver	82
Instagram Stories	45

READY.gov Search Web Performance Metrics

Oct 1, 2022 - Oct 31, 2022

All Users  
100.00% Sessions

Total Visits

1,623,553

% of Total: 100.00% (1,623,553)



Searches Using the Search Form on READY.gov

8,353

% of Total: 0.51% (1,623,553)



Organic Searches (Reported by Google)

Keyword	Organic Searches
https://www.ready.gov/nuclear-explosion	54
생존 키트	35
https://www.ready.gov/kit	26
Severe weather preparedness emergency	22
preparing for nuclear war	21
전쟁준비물	15
site:www.ready.gov	12
재난 키트	12
전쟁 준비물	9
https://www.ready.gov/earthquakes	8

## Q1 How would you rate your overall experience today?

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	40.21%	78
Above Average	30.41%	59
Average	19.59%	38
Below Average	3.61%	7
Poor	6.19%	12
TOTAL		194

## Q2 What information were you looking for today?

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	2.58%	5
Disaster assistance: applying, checking my status, or learning more about assistance	10.82%	21
Disaster declarations	1.55%	3
Disasters (specifically, types of disasters)	11.34%	22
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	1.03%	2
Exercises	3.61%	7
Flood insurance	0.00%	0
Flood maps	1.55%	3
Forms or publications	4.64%	9
Grants	0.52%	1
Information about FEMA	0.00%	0
News	0.52%	1
Photographs	0.52%	1
Preparing for a disaster	37.63%	73
Recovering from a disaster	1.03%	2
Training	6.70%	13
Video	1.03%	2
Other	14.95%	29
<b>TOTAL</b>		<b>194</b>

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

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	74.74%	145
No	25.26%	49

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

Answered: 56 Skipped: 138

ANSWER CHOICES	RESPONSES	
Bad link	3.57%	2
Content wasn't easy to understand	19.64%	11
Error on page	1.79%	1
Multimedia/technical problem	3.57%	2
Outdated information	10.71%	6
Other	60.71%	34
<b>TOTAL</b>		<b>56</b>

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

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	92.27%	179
No	7.73%	15

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

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	84.54%	164
No	15.46%	30



## Q7 Which one of the following best describes you?

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	11.34%	22
Disaster Survivor	7.73%	15
Emergency Managers and Personnel	7.22%	14
First Responder	1.55%	3
Government Official or Employee	6.70%	13
Home (Property) Owner	25.77%	50
Insurance Agent	0.00%	0
Job Seeker	1.03%	2
Media	1.03%	2
Student or Educator	21.65%	42
Other	15.98%	31
<b>TOTAL</b>		<b>194</b>

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

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	68.04%	132
Had technical difficulties (e.g. error messages, broken links)	2.58%	5
Links did not take me where I expected	4.64%	9
Links/labels are difficult to understand, they are not intuitive	2.06%	4
Navigated to general area but couldn't find the specific content needed	7.73%	15
Too many links or navigational choices	1.03%	2
Would often feel lost, not know where I was	6.19%	12
Other	7.73%	15
<b>TOTAL</b>		<b>194</b>

## Q9 How was your experience using our site search?

Answered: 194 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	39.69%	77
Encountered no difficulties	36.08%	70
I was not sure what words to use in my search	2.06%	4
Results were not helpful	6.19%	12
Results were not relevant to my search terms or needs	3.61%	7
Results were too similar/redundant	1.55%	3
Returned not enough or no results	1.55%	3
Returned too many results	0.52%	1
Other	8.76%	17
<b>TOTAL</b>		<b>194</b>