

# Ready Web Performance Metrics

Oct 1, 2021 - Oct 31, 2021

All Users  
100.00% Sessions

## Visits to Ready

Date	Sessions
20211027	34,700
20211028	34,535
20211021	33,324
20211025	32,751
20211026	31,960
20211019	30,612
20211006	30,610
20211020	30,505
20211018	30,288
20211005	29,985

## Average Number of Visits per Visitor

Count of Sessions	Users
1	649,123
2	82,509
3	27,540
4	12,704
5	6,926
6	4,311
7	2,900
8	2,097
9	1,602
10	1,249

## Avg. Time on Page

**00:02:42**  
Avg for View: 00:02:42 (0.00%)

## Avg. Visit Duration

**00:01:48**  
Avg for View: 00:01:48 (0.00%)

## Total Pageviews

**1,322,653**  
% of Total: 100.00% (1,322,653)

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	356,654	67.98%
(direct) / (none)	170,095	67.98%
liveintent.com / display	66,502	94.28%
cadreon.com / display	40,650	92.40%
adcouncil.org / banner	16,432	92.87%
fema.gov / referral	10,774	56.39%
classroom.google.com / referral	9,768	25.97%
bing / organic	9,405	63.94%
reddit.com / paid_social	9,001	93.23%
search.usa.gov / referral	7,949	45.85%

## Bounce Rate

**70.67%**  
Avg for View: 70.67% (0.00%)

## Pageviews by Source

Source	Pageviews
google	548,611
(direct)	317,831
liveintent.com	70,583
classroom.google.com	48,568
cadreon.com	44,121
fema.gov	22,576
search.usa.gov	20,349
adcouncil.org	19,157
bing	18,043
app.nearpod.com	12,433

## Total Unique Visitors

**670,177**  
% of Total: 100.00% (670,177)

## Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters   Ready.gov	170,683
Build A Kit   Ready.gov	128,770
Make A Plan   Ready.gov	122,452
Build a Kit	62,323
Earthquakes   Ready.gov	45,954
Disaster Master	39,646
Tsunamis   Ready.gov	36,696
Floods   Ready.gov	34,248
Volcanoes   Ready.gov	28,522
Emergency Alerts   Ready.gov	27,066

## Avg. Pages / Visit

**1.66**  
Avg for View: 1.66 (0.00%)

## Visits Originating from Social Netw...

Social Network	Sessions
Facebook	8,562
Twitter	1,531
reddit	631
YouTube	297
Instagram	267
LinkedIn	112
Weebly	79
Pinterest	50
Vkontakte	50
Blogger	40



## READY.gov Search Web Performance Metrics

Oct 1, 2021 - Oct 31, 2021

**All Users**  
100.00% Sessions

### Total Visits

**796,529**

% of Total: 100.00% (796,529)



### Searches Using the Search Form on READY.gov

**7,949**

% of Total: 1.00% (796,529)



### Organic Searches (Reported by Google)

Keyword	Organic Searches
flood	20
read 免费智能人机验证 vaptcha.cn	19
during winter	12
risk assessment	12
https://www.ready.gov/kids/games/data/dm-engli sh/index.html	11
ready.gov	11
https://www.ready.gov/earthquakes	10
https://www.ready.gov/hurricanes	10
https://www.ready.gov/kit	10
cert	8

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

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	43.31%	55
Above Average	22.83%	29
Average	24.41%	31
Below Average	3.15%	4
Poor	6.30%	8
TOTAL		127

## Q2 What information were you looking for today?

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	3.94%	5
Disaster assistance: applying, checking my status, or learning more about assistance	3.94%	5
Disaster declarations	2.36%	3
Disasters (specifically, types of disasters)	11.81%	15
Email, RSS feeds, or subscription services	2.36%	3
Employment or contracting opportunities	0.00%	0
Exercises	2.36%	3
Flood insurance	0.00%	0
Flood maps	0.00%	0
Forms or publications	1.57%	2
Grants	0.79%	1
Information about FEMA	1.57%	2
News	0.00%	0
Photographs	1.57%	2
Preparing for a disaster	40.94%	52
Recovering from a disaster	0.79%	1
Training	9.45%	12
Video	1.57%	2
Other	14.96%	19
<b>TOTAL</b>		<b>127</b>

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

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	74.80%	95
No	25.20%	32
TOTAL		127

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

Answered: 51 Skipped: 76

ANSWER CHOICES	RESPONSES	
Bad link	3.92%	2
Content wasn't easy to understand	13.73%	7
Error on page	7.84%	4
Multimedia/technical problem	5.88%	3
Outdated information	5.88%	3
Other	62.75%	32
<b>TOTAL</b>		<b>51</b>

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

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	91.34%	116
No	8.66%	11
TOTAL		127



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

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	84.25%	107
No	15.75%	20
TOTAL		127

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

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	16.54%	21
Disaster Survivor	5.51%	7
Emergency Managers and Personnel	10.24%	13
First Responder	4.72%	6
Government Official or Employee	7.87%	10
Home (Property) Owner	20.47%	26
Insurance Agent	0.00%	0
Job Seeker	4.72%	6
Media	0.00%	0
Student or Educator	18.90%	24
Other	11.02%	14
<b>TOTAL</b>		<b>127</b>

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

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	62.99%	80
Had technical difficulties (e.g. error messages, broken links)	1.57%	2
Links did not take me where I expected	3.15%	4
Links/labels are difficult to understand, they are not intuitive	7.09%	9
Navigated to general area but couldn't find the specific content needed	7.09%	9
Too many links or navigational choices	4.72%	6
Would often feel lost, not know where I was	4.72%	6
Other	8.66%	11
<b>TOTAL</b>		<b>127</b>

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

Answered: 127 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	39.37%	50
Encountered no difficulties	29.13%	37
I was not sure what words to use in my search	6.30%	8
Results were not helpful	6.30%	8
Results were not relevant to my search terms or needs	5.51%	7
Results were too similar/redundant	2.36%	3
Returned not enough or no results	0.79%	1
Returned too many results	0.00%	0
Other	10.24%	13
<b>TOTAL</b>		<b>127</b>