

Ready Web Performance Metrics

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20201215	43,265
20201203	36,825
20201208	26,587
20201201	25,389
20201202	24,085
20201217	23,994
20201209	22,700
20201216	22,488
20201214	22,410
20201207	22,178

Average Number of Visits per Visitor

Count of Sessions	Users
1	425,073
2	55,582
3	18,083
4	8,402
5	4,746
6	3,001
7	2,120
8	1,483
9	1,109
10	876

Avg. Time on Page

00:02:34
Avg for View: 00:02:34 (0.00%)

Avg. Visit Duration

00:01:50
Avg for View: 00:01:50 (0.00%)

Total Pageviews

913,263
% of Total: 100.00% (913,263)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	230,185	68.64%
(direct) / (none)	167,362	69.67%
hearst.com / display	18,715	91.78%
about.usps.com / referral	13,524	71.07%
classroom.google.com / referral	7,469	32.15%
m.facebook.com / referral	7,240	72.61%
search.usa.gov / referral	6,342	46.18%
fema.gov / referral	6,193	47.75%
bing / organic	4,911	61.76%
adcouncil.org / banner	3,476	87.46%

Bounce Rate

68.01%
Avg for View: 68.01% (0.00%)

Pageviews by Source

Source	Pageviews
google	346,144
(direct)	301,958
classroom.google.com	35,597
hearst.com	19,770
about.usps.com	17,488
search.usa.gov	16,032
fema.gov	14,146
app.nearpod.com	12,863
bing	9,749
m.facebook.com	8,647

Total Unique Visitors

442,351
% of Total: 100.00% (442,351)

Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	143,448
Build A Kit Ready.gov	89,651
Build a Kit	37,224
Emergency Alerts Ready.gov	36,170
Disaster Master	31,380
Winter Weather Ready.gov	29,943
Make A Plan Ready.gov	29,936
Earthquakes Ready.gov	29,096
Tsunamis Ready.gov	21,938
Floods Ready.gov	20,221

Avg. Pages / Visit

1.71
Avg for View: 1.71 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	8,615
Twitter	1,466
YouTube	532
reddit	393
LinkedIn	61
Weebly	42
Blogger	38
Pinterest	30
Instagram	18
WordPress	16

READY.gov Search Web Performance Metrics

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Total Visits

533,855
% of Total: 100.00% (533,855)



Searches Using the Search Form on...

6,342
% of Total: 1.19% (533,855)



Organic Searches (Reported by Goo...

Keyword	Organic Searches
https://www.ready.gov/kids/know-the-facts	46
site:www.ready.gov	32
ready.gov	29
https://www.ready.gov/kids/disaster-facts	25
https://www.ready.gov/home-fires	18
https://www.ready.gov/power-outages	18
cert	17
https://www.ready.gov/tornadoes	17
https://www.ready.gov/kids/games/data/dm-english/index.html	13
risk assessment	13