

Ready Web Performance Metrics

Sep 1, 2023 - Sep 30, 2023

All Users  
100.00% Sessions

Visits to Ready

Date	Sessions
20230905	41,526
20230914	38,623
20230913	32,174
20230906	29,934
20230919	29,267
20230912	28,818
20230907	28,503
20230908	28,112
20230911	27,699
20230927	26,400

Average Number of Visits per Visitor

Count of Sessions	Users
1	551,559
2	75,469
3	25,354
4	12,125
5	7,357
6	4,787
7	3,306
8	2,472
9	1,928
10	1,566

Avg. Time on Page

**00:02:06**  
Avg for View: 00:02:06 (0.00%)

Avg. Visit Duration

**00:01:44**  
Avg for View: 00:01:44 (0.00%)

Total Pageviews

**1,268,098**  
% of Total: 100.00% (1,268,098)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	268,615	72.69%
google / organic	232,846	67.86%
fema.gov / referral	15,954	48.01%
bing / organic	11,597	51.21%
google / cpc	8,627	74.43%
search.usa.gov / referral	8,264	42.81%
lnks.gd / referral	7,213	74.53%
classroom.google.com / referral	5,832	29.39%
m.facebook.com / referral	5,559	73.00%
cars.com / display	5,212	84.84%

Bounce Rate

**68.04%**  
Avg for View: 68.04% (0.00%)

Pageviews by Source

Source	Pageviews
(direct)	450,285
google	417,386
fema.gov	37,651
bing	33,502
classroom.google.com	26,799
search.usa.gov	24,123
lnks.gd	12,506
dhs.gov	8,518
m.facebook.com	7,305
cars.com	7,253

Total Unique Visitors

**567,539**  
% of Total: 100.00% (567,539)

Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters   Ready.gov	153,062
Build A Kit   Ready.gov	148,712
Make A Plan   Ready.gov	82,455
National Preparedness Month   Ready.gov	72,420
Hurricanes   Ready.gov	30,009
Emergency Alerts   Ready.gov	29,162
Disasters and Emergencies   Ready.gov	29,110
Earthquakes   Ready.gov	28,838
2023 National Preparedness Month Social Media Graphics   Ready.gov	28,351
Older Adults   Ready.gov	27,239

Avg. Pages / Visit

**1.82**  
Avg for View: 1.82 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	12,660
Twitter	2,147
reddit	461
Instagram	360
LinkedIn	350
Instagram Stories	284
Yammer	95
YouTube	82
Naver	66
Weebly	45

# READY.gov Search Web Performance Metrics

Sep 1, 2023 - Sep 30, 2023

All Users  
100.00% Sessions

## Total Visits

698,239

% of Total: 100.00% (698,239)



## Searches Using the Search Form on READY.gov

8,264

% of Total: 1.18% (698,239)



## Organic Searches (Reported by Google)

Keyword	Organic Searches
https://www.ready.gov/kit	14
스나미	6
https://www.ready.gov/alerts	5
gary2022.cam	4
https://www.ready.gov/tsunamis	4
https://www.ready.gov/volcanoes	4
美国飓风查询官网	4
https://www.ready.gov/earthquakes	3
bagyo sanaysay	2
emergency response plan	2

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

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	35.02%	76
Above Average	35.02%	76
Average	21.66%	47
Below Average	4.61%	10
Poor	3.69%	8
TOTAL		217

## Q2 What information were you looking for today?

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	1.38%	3
Disaster assistance: applying, checking my status, or learning more about assistance	5.99%	13
Disaster declarations	0.92%	2
Disasters (specifically, types of disasters)	5.07%	11
Email, RSS feeds, or subscription services	0.46%	1
Employment or contracting opportunities	0.46%	1
Exercises	0.46%	1
Flood insurance	0.92%	2
Flood maps	1.84%	4
Forms or publications	4.61%	10
Grants	0.00%	0
Information about FEMA	0.92%	2
News	0.92%	2
Photographs	1.38%	3
Preparing for a disaster	47.93%	104
Recovering from a disaster	4.61%	10
Training	5.53%	12
Video	1.84%	4
Other	14.75%	32
<b>TOTAL</b>		<b>217</b>

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

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	75.12%	163
No	24.88%	54
TOTAL		217

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

Answered: 67 Skipped: 150

ANSWER CHOICES	RESPONSES	
Bad link	1.49%	1
Content wasn't easy to understand	19.40%	13
Error on page	2.99%	2
Multimedia/technical problem	4.48%	3
Outdated information	10.45%	7
Other	61.19%	41
<b>TOTAL</b>		<b>67</b>

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

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	94.01%	204
No	5.99%	13
TOTAL		217

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

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	89.86%	195
No	10.14%	22
TOTAL		217



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

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	12.90%	28
Disaster Survivor	5.99%	13
Emergency Managers and Personnel	10.14%	22
First Responder	5.07%	11
Government Official or Employee	13.36%	29
Home (Property) Owner	18.43%	40
Insurance Agent	0.46%	1
Job Seeker	0.00%	0
Media	0.92%	2
Student or Educator	15.67%	34
Other	17.05%	37
<b>TOTAL</b>		<b>217</b>

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

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	71.89%	156
Had technical difficulties (e.g. error messages, broken links)	1.38%	3
Links did not take me where I expected	2.76%	6
Links/labels are difficult to understand, they are not intuitive	1.38%	3
Navigated to general area but couldn't find the specific content needed	5.53%	12
Too many links or navigational choices	1.84%	4
Would often feel lost, not know where I was	1.84%	4
Other	13.36%	29
<b>TOTAL</b>		<b>217</b>

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

Answered: 217 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	46.54%	101
Encountered no difficulties	29.95%	65
I was not sure what words to use in my search	2.30%	5
Results were not helpful	4.61%	10
Results were not relevant to my search terms or needs	1.84%	4
Results were too similar/redundant	0.00%	0
Returned not enough or no results	1.38%	3
Returned too many results	1.38%	3
Other	11.98%	26
<b>TOTAL</b>		<b>217</b>