

Ready Web Performance Metrics

Sep 1, 2022 - Sep 30, 2022

All Users
100.00% Sessions

Visits to Ready

Date	Sessions
20220926	90,741
20220927	90,365
20220928	73,773
20220923	58,484
20220929	58,003
20220908	45,891
20220930	45,246
20220925	43,996
20220924	43,267
20220922	41,507

Average Number of Visits per Visitor

Count of Sessions	Users
1	890,520
2	123,859
3	41,321
4	15,693
5	8,630
6	5,531
7	3,854
8	2,790
9	2,177
10	1,658

Avg. Time on Page

00:02:17
Avg for View: 00:02:17 (0.00%)

Avg. Visit Duration

00:01:45
Avg for View: 00:01:45 (0.00%)

Total Pageviews

1,953,645
% of Total: 100.00% (1,953,645)

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	393,997	65.98%
(direct) / (none)	385,370	68.00%
fema.gov / referral	21,256	52.91%
m.facebook.com / referral	19,972	69.87%
floridadisaster.org / referral	18,818	67.66%
quantcast.com / display	15,645	98.89%
bing / organic	12,999	54.28%
AdCouncil / dis	10,751	90.88%
t.co / referral	9,656	71.09%
search.usa.gov / referral	9,262	42.01%

Bounce Rate

66.15%
Avg for View: 66.15% (0.00%)

Pageviews by Source

Source	Pageviews
(direct)	668,278
google	654,385
fema.gov	47,526
classroom.google.com	36,310
bing	35,772
search.usa.gov	27,989
floridadisaster.org	27,830
m.facebook.com	26,537
quantcast.com	15,984
lm.facebook.com	15,317

Total Unique Visitors

916,551
% of Total: 100.00% (916,551)

Top Visited Pages

Page Title	Pageviews
Build A Kit Ready.gov	269,030
Plan Ahead for Disasters Ready.gov	190,436
Make A Plan Ready.gov	148,357
Hurricanes Ready.gov	99,772
National Preparedness Month Ready.gov	82,623
Nuclear Explosion Ready.gov	70,893
Emergency Alerts Ready.gov	47,219
Build a Kit	45,576
Evacuation Ready.gov	41,587
Disasters and Emergencies Ready.gov	39,031

Avg. Pages / Visit

1.76
Avg for View: 1.76 (0.00%)

Visits Originating from Social Networks

Social Network	Sessions
Facebook	37,362
Twitter	9,781
reddit	2,033
Instagram	1,439
Pinterest	1,437
LinkedIn	738
YouTube	315
Instagram Stories	285
Naver	69
Blogger	45

READY.gov Search Web Performance Metrics

Sep 1, 2022 - Sep 30, 2022

All Users
100.00% Sessions

Total Visits

1,107,865

% of Total: 100.00% (1,107,865)



Searches Using the Search Form on READY.gov

9,262

% of Total: 0.84% (1,107,865)



Organic Searches (Reported by Google)

Keyword	Organic Searches
생존키트	39
ready.gov	7
https://www.ready.gov/plan	5
site:www.proiu.com	5
https://www.ready.gov/earthquakes	4
재난키트	4
national preparedness month	3
business continuity plan	2
emergency response	2
emergency response plan	2

Q1 How would you rate your overall experience today?

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	40.38%	107
Above Average	39.25%	104
Average	14.72%	39
Below Average	2.26%	6
Poor	3.40%	9
TOTAL		265

Q2 What information were you looking for today?

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact information	2.64%	7
Disaster assistance: applying, checking my status, or learning more about assistance	5.28%	14
Disaster declarations	2.26%	6
Disasters (specifically, types of disasters)	9.06%	24
Email, RSS feeds, or subscription services	0.38%	1
Employment or contracting opportunities	0.75%	2
Exercises	1.13%	3
Flood insurance	0.38%	1
Flood maps	0.00%	0
Forms or publications	3.40%	9
Grants	0.75%	2
Information about FEMA	0.38%	1
News	1.89%	5
Photographs	0.38%	1
Preparing for a disaster	54.72%	145
Recovering from a disaster	2.64%	7
Training	3.77%	10
Video	0.38%	1
Other	9.81%	26
TOTAL		265

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

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	81.51%	216
No	18.49%	49
TOTAL		265

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

Answered: 64 Skipped: 201

ANSWER CHOICES	RESPONSES	
Bad link	4.69%	3
Content wasn't easy to understand	15.63%	10
Error on page	3.13%	2
Multimedia/technical problem	1.56%	1
Outdated information	6.25%	4
Other	68.75%	44
TOTAL		64

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

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	92.45%	245
No	7.55%	20
TOTAL		265

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

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	92.08%	244
No	7.92%	21
TOTAL		265

Q7 Which one of the following best describes you?

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	20.00%	53
Disaster Survivor	4.91%	13
Emergency Managers and Personnel	6.42%	17
First Responder	2.26%	6
Government Official or Employee	10.19%	27
Home (Property) Owner	27.55%	73
Insurance Agent	0.38%	1
Job Seeker	0.75%	2
Media	0.38%	1
Student or Educator	14.34%	38
Other	12.83%	34
TOTAL		265

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

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	75.09%	199
Had technical difficulties (e.g. error messages, broken links)	3.40%	9
Links did not take me where I expected	3.77%	10
Links/labels are difficult to understand, they are not intuitive	1.13%	3
Navigated to general area but couldn't find the specific content needed	6.42%	17
Too many links or navigational choices	3.40%	9
Would often feel lost, not know where I was	2.64%	7
Other	4.15%	11
TOTAL		265

Q9 How was your experience using our site search?

Answered: 265 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	47.92%	127
Encountered no difficulties	36.98%	98
I was not sure what words to use in my search	0.75%	2
Results were not helpful	2.64%	7
Results were not relevant to my search terms or needs	2.26%	6
Results were too similar/redundant	1.51%	4
Returned not enough or no results	2.64%	7
Returned too many results	1.51%	4
Other	3.77%	10
TOTAL		265