

FEMA.gov Web Performance Metrics

Jun 1, 2023 - Jun 30, 2023

All Users
100.00% Sessions

Total Visits (Sessions)

1,687,329

% of Total: 100.00% (1,687,329)



Avg. Visit (Session) Duration

00:02:06

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



Unique Visitors (Users)

1,125,789

% of Total: 100.00% (1,125,789)



Average Pages Per Visit (Session)

2.13

Avg for View: 2.13 (0.00%)



Average Time on Page

00:01:51

Avg for View: 00:01:51 (0.00%)



Bounce Rate

45.07%

Avg for View: 45.07% (0.00%)



Pageviews

3,585,990

% of Total: 100.00% (3,585,990)



Sessions by Browser

Browser	Sessions
Chrome	895,425
Safari	468,070
Edge	231,307
Firefox	36,608
Samsung Internet	19,566
Safari (in-app)	9,261

Top Pages

Page	Pageviews	Bounce Rate
/	431,921	41.07%
/flood-maps	249,273	20.70%
/disaster/declarations	73,863	26.66%
/flood-maps/national-flood-hazard-layer	72,933	27.46%
/locations	67,887	24.25%
/flood-insurance	65,032	42.66%
/careers/job-openings	56,533	39.60%
/flood-maps/products-tools/products	46,919	26.04%
/flood-maps/tools-resources/risk-map	44,434	49.11%
/careers	37,228	20.32%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	996,994
Returning Visitor	305,939

Pageviews by Source

Source	Pageviews
google	1,768,331
(direct)	898,168
bing	280,794
disasterassistance.gov	79,544
search.usa.gov	78,852
yahoo	46,655
lnks.gd	30,647
duckduckgo	27,053
msc.fema.gov	22,153
statics.teams.cdn.office.net	17,499

FEMA.gov Search Performance Metrics

Jun 1, 2023 - Jun 30, 2023

All Users
100.00% Sessions

Visits to FEMA.gov

1,687,329

% of Total: 100.00% (1,687,329)



Pageviews

3,585,990

% of Total: 100.00% (3,585,990)



Visitors Used the Search Form on FEMA.gov

26,604

% of Total: 1.58% (1,687,329)



Pageviews by Date

Date	Pageviews
20230620	158,405
20230621	155,006
20230606	153,474
20230613	152,749
20230601	151,463
20230607	151,053
20230614	150,462
20230605	149,462
20230612	148,463
20230626	148,378

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	616,070
(not set)	10,102
fema	65
FEMA	21
https://www.fema.gov/flood-maps	15
4339	8
https://www.fema.gov/	8
nims	7
사망진단서 수정	7
federal emergency management agency	6

Pageviews by Device Category

Device Category	Pageviews
desktop	2,396,864
mobile	1,153,701
tablet	35,425

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
There is no data for this view.		

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
There is no data for this view.	

Q1 How would you rate your overall experience today?

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	23.63%	121
Above Average	20.90%	107
Average	26.76%	137
Below Average	13.48%	69
Poor	15.23%	78
TOTAL		512

Q2 What information were you looking for today?

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	23.24%	119
Flood maps	11.33%	58
Other	10.16%	52
Employment or contracting opportunities	9.96%	51
Grants	7.62%	39
Training	6.05%	31
Recovering from a disaster	5.08%	26
Disaster declarations	4.88%	25
Contact information	4.10%	21
Information about FEMA	3.71%	19
Flood insurance	3.32%	17
Disasters (specifically, types of disasters)	2.34%	12
Forms or publications	2.34%	12
Preparing for a disaster	2.34%	12
News	0.98%	5
Email, RSS feeds, or subscription services	0.78%	4
Exercises	0.78%	4
Photographs	0.78%	4
Video	0.20%	1
TOTAL		512

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

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	41.41%	212
No	58.59%	300
TOTAL		512

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

Answered: 333 Skipped: 179

ANSWER CHOICES	RESPONSES	
Bad link	4.50%	15
Content wasn't easy to understand	27.33%	91
Error on page	6.31%	21
Multimedia/technical problem	5.41%	18
Other	48.35%	161
Outdated information	8.11%	27
TOTAL		333

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

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.32%	401
No	21.68%	111
TOTAL		512

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

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	70.51%	361
No	29.49%	151
TOTAL		512

Q7 Which one of the following best describes you?

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	13.67%	70
Disaster Survivor	23.44%	120
Emergency Managers and Personnel	5.47%	28
First Responder	4.49%	23
Government Official or Employee	7.62%	39
Home (Property) Owner	20.31%	104
Insurance Agent	0.39%	2
Job Seeker	7.42%	38
Media	0.98%	5
Other	10.74%	55
Student or Educator	5.47%	28
TOTAL		512

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

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	36.91%	189
Navigated to general area but couldn't find the specific content needed	16.21%	83
Other	11.33%	58
Would often feel lost, not know where I was	10.35%	53
Links did not take me where I expected	8.01%	41
Had technical difficulties (e.g. error messages, broken links)	7.03%	36
Too many links or navigational choices	5.47%	28
Links/labels are difficult to understand, they are not intuitive	4.69%	24
TOTAL		512

Q9 How was your experience using our site search?

Answered: 512 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	25.39%	130
Did not use search bar today	22.27%	114
Results were not helpful	14.06%	72
Other	10.35%	53
I was not sure what words to use in my search	8.40%	43
Results were not relevant to my search terms or needs	8.40%	43
Returned not enough or no results	4.88%	25
Returned too many results	4.10%	21
Results were too similar/redundant	2.15%	11
TOTAL		512