

FEMA.gov Web Performance Metrics

Sep 1, 2023 - Sep 30, 2023

All Users
 100.00% Sessions

Total Visits (Sessions)

3,640,094

% of Total: 100.00% (3,640,094)



Avg. Visit (Session) Duration

00:01:49

Avg for View: 00:01:49 (0.00%)



Unique Visitors (Users)

2,493,008

% of Total: 100.00% (2,493,008)



Average Pages Per Visit (Session)

1.83

Avg for View: 1.83 (0.00%)



Average Time on Page

00:02:10

Avg for View: 00:02:10 (0.00%)



Bounce Rate

55.51%

Avg for View: 55.51% (0.00%)



Pageviews

6,664,616

% of Total: 100.00% (6,664,616)



Sessions by Browser

Browser	Sessions
Chrome	1,548,533
Safari	1,447,910
Edge	307,510
Safari (in-app)	103,365
Android Webview	69,359
Samsung Internet	55,595

Top Pages

Page	Pageviews	Bounce Rate
/press-release/20230803/fema-and-fcc-plan-nationwide-emergency-alert-test-oct-4-2023	1,060,175	88.33%
/	907,215	35.20%
/flood-maps	228,037	20.43%
/disaster/declarations	114,229	26.02%
/locations	111,524	28.81%
/disaster/4734	104,154	28.53%
/assistance/individual	88,168	20.73%
/disaster/4728	85,075	37.11%
/careers/job-openings	79,151	36.03%
/flood-maps/national-flood-hazard-layer	73,152	26.36%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	2,328,994
Returning Visitor	593,213

Pageviews by Source

Source	Pageviews
google	3,313,215
(direct)	1,816,140
bing	344,465
disasterassistance.gov	229,728
search.usa.gov	113,796
m.facebook.com	100,225
yahoo	68,004
duckduckgo	58,939
lm.facebook.com	57,828
lnks.gd	38,592

FEMA.gov Search Performance Metrics

Sep 1, 2023 - Sep 30, 2023

All Users
100.00% Sessions

Visits to FEMA.gov

3,640,094

% of Total: 100.00% (3,640,094)



Pageviews

6,664,616

% of Total: 100.00% (6,664,616)



Visitors Used the Search Form on FEMA.gov

44,318

% of Total: 1.22% (3,640,094)



Pageviews by Date

Date	Pageviews
20230927	305,105
20230920	296,465
20230928	285,999
20230919	285,148
20230905	281,538
20230926	277,212
20230906	269,361
20230918	267,794
20230907	267,766
20230921	267,046

Pageviews by Device Category

Device Category	Pageviews
mobile	3,346,392
desktop	3,260,721
tablet	57,503

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	1,317,820
(not set)	27,359
https://www.fema.gov/press-release/20230803/fema-and-fcc-pla-n-nationwide-emergency-alert-test-oct-4-2023	122
fema	84
https://www.fema.gov/	23
FEMA	18
거주증명서	17
https://www.fema.gov/disaster/declarations	10
https://www.fema.gov/flood-maps	9
https://www.fema.gov/assistance/individual	7

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: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	25.47%	189
Above Average	22.10%	164
Average	26.42%	196
Below Average	8.89%	66
Poor	17.12%	127
TOTAL		742

Q2 What information were you looking for today?

Answered: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	25.34%	188
Employment or contracting opportunities	12.13%	90
Other	10.51%	78
Flood maps	8.76%	65
Grants	8.09%	60
Disaster declarations	5.39%	40
Training	4.85%	36
Information about FEMA	3.91%	29
Flood insurance	3.77%	28
Preparing for a disaster	3.77%	28
Recovering from a disaster	3.64%	27
Disasters (specifically, types of disasters)	2.70%	20
Forms or publications	2.16%	16
Contact information	1.75%	13
Exercises	1.08%	8
News	0.94%	7
Email, RSS feeds, or subscription services	0.81%	6
Video	0.40%	3
Photographs	0.00%	0
TOTAL		742

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

Answered: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	49.19%	365
No	50.81%	377

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

Answered: 426 Skipped: 316

ANSWER CHOICES	RESPONSES	
Bad link	4.23%	18
Content wasn't easy to understand	25.35%	108
Error on page	6.81%	29
Multimedia/technical problem	5.63%	24
Other	53.76%	229
Outdated information	4.23%	18
TOTAL		426

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

Answered: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	82.35%	611
No	17.65%	131

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

Answered: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	75.07%	557
No	24.93%	185

Q7 Which one of the following best describes you?

Answered: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	13.48%	100
Disaster Survivor	23.85%	177
Emergency Managers and Personnel	6.33%	47
First Responder	4.99%	37
Government Official or Employee	6.33%	47
Home (Property) Owner	18.33%	136
Insurance Agent	0.81%	6
Job Seeker	6.87%	51
Media	0.67%	5
Other	11.19%	83
Student or Educator	7.14%	53
TOTAL		742

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

Answered: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	43.53%	323
Navigated to general area but couldn't find the specific content needed	15.23%	113
Other	9.16%	68
Links did not take me where I expected	8.89%	66
Would often feel lost, not know where I was	7.95%	59
Had technical difficulties (e.g. error messages, broken links)	6.47%	48
Too many links or navigational choices	4.58%	34
Links/labels are difficult to understand, they are not intuitive	4.18%	31
TOTAL		742

Q9 How was your experience using our site search?

Answered: 742 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	25.88%	192
Did not use search bar today	25.34%	188
Other	12.67%	94
Results were not helpful	11.05%	82
I was not sure what words to use in my search	7.41%	55
Results were not relevant to my search terms or needs	7.01%	52
Returned not enough or no results	6.06%	45
Results were too similar/redundant	2.29%	17
Returned too many results	2.29%	17
TOTAL		742