

## FEMA.gov Web Performance Metrics

Apr 1, 2022 - Apr 30, 2022

**All Users**  
100.00% Sessions

### Total Visits (Sessions)

**1,635,499**

% of Total: 100.00% (1,635,499)



### Avg. Visit (Session) Duration

**00:02:10**

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



### Unique Visitors (Users)

**1,117,351**

% of Total: 100.00% (1,117,351)



### Average Pages Per Visit (Session)

**2.19**

Avg for View: 2.19 (0.00%)



### Average Time on Page

**00:01:48**

Avg for View: 00:01:48 (0.00%)



### Bounce Rate

**45.57%**

Avg for View: 45.57% (0.00%)



### Pageviews

**3,577,932**

% of Total: 100.00% (3,577,932)



### Sessions by Browser

Browser	Sessions
Chrome	867,818
Safari	436,668
Edge	192,793
Firefox	45,896
Mozilla Compatible Agent	27,324
Samsung Internet	16,818

### Top Pages

Page	Pageviews	Bounce Rate
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/	358,257	43.10%
/flood-maps	195,290	24.88%
/disaster/coronavirus/economic/funeral-assistance	180,604	44.48%
/disaster/declarations	103,995	18.03%
/flood-insurance	68,245	44.02%
/flood-maps/national-flood-hazard-layer	65,098	21.29%
/disaster	53,175	16.48%
/flood-maps/products-tools/products	43,927	24.69%
/locations	43,192	23.46%
/disaster/coronavirus/economic/funeral-assistance/faq	40,785	57.66%

## New vs Returning Visitors (Users)

User Type	Users
New Visitor	985,443
Returning Visitor	295,077

## Pageviews by Source

Source	Pageviews
google	1,741,458
(direct)	962,996
bing	250,272
search.usa.gov	86,436
disasterassistance.gov	55,979
yahoo	48,774
duckduckgo	29,632
lnks.gd	27,950
msc.fema.gov	25,163
ehealthinc.sharepoint.com	15,383

## FEMA.gov Search Performance Metrics

Apr 1, 2022 - Apr 30, 2022

All Users  
100.00% Sessions

### Visits to FEMA.gov

**1,635,499**

% of Total: 100.00% (1,635,499)



### Pageviews

**3,577,932**

% of Total: 100.00% (3,577,932)



### Visitors Used the Search Form on FEMA.gov

**28,496**

% of Total: 1.74% (1,635,499)



### Pageviews by Date

Date	Pageviews
20220418	189,342
20220404	183,384
20220405	164,434
20220406	161,912
20220426	158,568
20220411	153,633
20220421	153,414
20220413	151,555
20220412	151,110
20220419	149,496

### Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	583,157
(not set)	9,670
fema	460
FEMA	119
fema flood maps	106
fema funeral assistance	40
federal emergency management agency	36
fema flood map	31
fema.gov	27
fema flood maps by address	19

### Pageviews by Device Category

Device Category	Pageviews
desktop	2,526,262
mobile	1,000,890
tablet	50,780

### Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
https://www.fema.gov/flood-maps/tools-resources/flood-map-products/hazus/about	2	1.50
https://www.fema.gov/flood-maps/tools-resources/flood-map-products/hazus/user-technical-manuals	2	1.00
https://www.fema.gov/	1	1.00
https://www.fema.gov/flood-maps/products-tools/hazus	1	1.00

### Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/flood-maps/tools-resources/flood-map-products/hazus/about	1.50
https://www.fema.gov/	1.00
https://www.fema.gov/flood-maps/products-tools/hazus	1.00
https://www.fema.gov/flood-maps/tools-resources/flood-map-products/hazus/user-technical-manuals	1.00



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

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	24.14%	127
Above Average	22.05%	116
Average	27.76%	146
Below Average	11.79%	62
Poor	14.26%	75
TOTAL		526

## Q2 What information were you looking for today?

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Other	15.21%	80
Flood maps	14.83%	78
Disaster assistance: applying, checking my status, or learning more about assistance	13.88%	73
Grants	10.08%	53
Employment or contracting opportunities	7.79%	41
Disaster declarations	6.27%	33
Information about FEMA	5.70%	30
Training	4.75%	25
Contact information	3.80%	20
Recovering from a disaster	3.04%	16
Flood insurance	2.85%	15
Forms or publications	2.85%	15
Preparing for a disaster	2.85%	15
Disasters (specifically, types of disasters)	2.66%	14
News	1.14%	6
Video	0.95%	5
Exercises	0.57%	3
Email, RSS feeds, or subscription services	0.38%	2
Photographs	0.38%	2
<b>TOTAL</b>		<b>526</b>

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

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	49.62%	261
No	50.38%	265

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

Answered: 299 Skipped: 227

ANSWER CHOICES	RESPONSES	
Bad link	5.69%	17
Content wasn't easy to understand	22.74%	68
Error on page	6.69%	20
Multimedia/technical problem	6.02%	18
Other	52.17%	156
Outdated information	6.69%	20
<b>TOTAL</b>		<b>299</b>



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

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	77.57%	408
No	22.43%	118

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

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.81%	383
No	27.19%	143

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

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	17.49%	92
Disaster Survivor	14.07%	74
Emergency Managers and Personnel	5.32%	28
First Responder	4.94%	26
Government Official or Employee	10.84%	57
Home (Property) Owner	19.20%	101
Insurance Agent	1.33%	7
Job Seeker	5.32%	28
Media	0.57%	3
Other	14.26%	75
Student or Educator	6.65%	35
<b>TOTAL</b>		<b>526</b>

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

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	44.11%	232
Navigated to general area but couldn't find the specific content needed	17.87%	94
Other	9.51%	50
Links did not take me where I expected	7.22%	38
Had technical difficulties (e.g. error messages, broken links)	5.89%	31
Too many links or navigational choices	5.51%	29
Would often feel lost, not know where I was	5.32%	28
Links/labels are difficult to understand, they are not intuitive	4.56%	24
<b>TOTAL</b>		<b>526</b>

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

Answered: 526 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	28.52%	150
Did not use search bar today	25.86%	136
Results were not helpful	12.93%	68
Other	11.60%	61
Results were not relevant to my search terms or needs	8.75%	46
I was not sure what words to use in my search	4.94%	26
Returned not enough or no results	3.04%	16
Results were too similar/redundant	2.28%	12
Returned too many results	2.09%	11
<b>TOTAL</b>		<b>526</b>