

FEMA.gov Web Performance Metrics

Aug 1, 2023 - Aug 31, 2023

All Users  
100.00% Sessions

Total Visits (Sessions)

2,663,436

% of Total: 100.00% (2,663,436)



Avg. Visit (Session) Duration

00:02:06

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



Unique Visitors (Users)

1,828,261

% of Total: 100.00% (1,828,261)



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

47.99%

Avg for View: 47.99% (0.00%)



Pageviews

5,662,372

% of Total: 100.00% (5,662,372)



Sessions by Browser

Browser	Sessions
Chrome	1,267,212
Safari	911,481
Edge	305,216
Firefox	52,058
Safari (in-app)	37,339
Samsung Internet	30,158

Top Pages

Page	Pageviews	Bounce Rate
/	609,876	39.68%
/flood-maps	333,200	22.13%
/disaster/declarations	121,231	25.50%
/press-release/20230803/fema-and-fcc-plan-nationwide-emergency-alert-test-oct-4-2023	119,091	88.39%
/careers/job-openings	114,801	34.68%
/locations	106,759	26.69%
/disaster/4724	96,352	42.39%
/flood-maps/national-flood-hazard-layer	93,996	25.95%
/careers	83,440	18.47%
/flood-insurance	81,276	44.38%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,710,633
Returning Visitor	433,204

### Pageviews by Source

Source	Pageviews
google	2,861,784
(direct)	1,416,369
bing	374,860
disasterassistance.gov	156,479
search.usa.gov	101,545
yahoo	69,804
lnks.gd	47,767
duckduckgo	47,743
m.facebook.com	40,868
msc.fema.gov	31,686

FEMA.gov Search Performance Metrics

Aug 1, 2023 - Aug 31, 2023

All Users  
100.00% Sessions

Visits to FEMA.gov

2,663,436

% of Total: 100.00% (2,663,436)



Pageviews

5,662,372

% of Total: 100.00% (5,662,372)



Visitors Used the Search Form on FEMA.gov

33,559

% of Total: 1.26% (2,663,436)



Pageviews by Date

Date	Pageviews
20230830	373,763
20230828	351,254
20230831	346,652
20230829	335,014
20230815	232,393
20230814	230,601
20230816	227,981
20230821	227,815
20230817	216,508
20230822	209,477

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	1,022,409
(not set)	19,172
fema	54
FEMA	29
https://www.fema.gov/flood-maps	18
https://www.fema.gov/	17
https://www.fema.gov/press-release/20230803/fema-and-fcc-pla n-nationwide-emergency-alert-test-oct-4-2023	12
https://www.fema.gov/blog/prepare-now-hurricane-hilary	10
https://www.fema.gov/careers	10
https://www.fema.gov/assistance/individual	9

Pageviews by Device Category

Device Category	Pageviews
desktop	3,329,071
mobile	2,283,116
tablet	50,185

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: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	25.35%	215
Above Average	21.46%	182
Average	27.48%	233
Below Average	8.73%	74
Poor	16.98%	144
TOTAL		848

## Q2 What information were you looking for today?

Answered: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	17.33%	147
Employment or contracting opportunities	14.86%	126
Flood maps	11.79%	100
Other	11.20%	95
Grants	8.73%	74
Disaster declarations	6.13%	52
Preparing for a disaster	4.36%	37
Training	4.36%	37
Forms or publications	4.01%	34
Information about FEMA	3.77%	32
Recovering from a disaster	3.18%	27
Contact information	2.83%	24
Disasters (specifically, types of disasters)	2.71%	23
Flood insurance	2.59%	22
News	0.59%	5
Email, RSS feeds, or subscription services	0.47%	4
Exercises	0.47%	4
Video	0.47%	4
Photographs	0.12%	1
<b>TOTAL</b>		<b>848</b>

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

Answered: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	48.00%	407
No	52.00%	441
TOTAL		848

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

Answered: 504 Skipped: 344

ANSWER CHOICES	RESPONSES	
Bad link	4.37%	22
Content wasn't easy to understand	26.19%	132
Error on page	7.34%	37
Multimedia/technical problem	4.76%	24
Other	51.98%	262
Outdated information	5.36%	27
<b>TOTAL</b>		<b>504</b>

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

Answered: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	80.42%	682
No	19.58%	166
TOTAL		848



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

Answered: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	69.81%	592
No	30.19%	256
TOTAL		848

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

Answered: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	15.33%	130
Disaster Survivor	14.62%	124
Emergency Managers and Personnel	7.08%	60
First Responder	5.54%	47
Government Official or Employee	8.84%	75
Home (Property) Owner	20.75%	176
Insurance Agent	1.53%	13
Job Seeker	11.32%	96
Media	0.59%	5
Other	10.73%	91
Student or Educator	3.66%	31
<b>TOTAL</b>		<b>848</b>

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

Answered: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	43.63%	370
Navigated to general area but couldn't find the specific content needed	14.62%	124
Other	9.67%	82
Links did not take me where I expected	9.32%	79
Would often feel lost, not know where I was	8.25%	70
Had technical difficulties (e.g. error messages, broken links)	5.42%	46
Too many links or navigational choices	4.60%	39
Links/labels are difficult to understand, they are not intuitive	4.48%	38
<b>TOTAL</b>		<b>848</b>

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

Answered: 848 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	27.36%	232
Did not use search bar today	26.65%	226
Results were not helpful	11.32%	96
Other	11.20%	95
I was not sure what words to use in my search	7.55%	64
Results were not relevant to my search terms or needs	6.72%	57
Returned not enough or no results	4.48%	38
Returned too many results	2.71%	23
Results were too similar/redundant	2.00%	17
<b>TOTAL</b>		<b>848</b>