

FEMA.gov Web Performance Metrics

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Total Visits (Sessions)

3,506,929

% of Total: 100.00% (3,506,929)



Avg. Visit (Session) Duration

00:01:54

Avg for View: 00:01:54 (0.00%)



Unique Visitors (Users)

2,497,537

% of Total: 100.00% (2,497,537)



Average Pages Per Visit (Session)

1.97

Avg for View: 1.97 (0.00%)



Average Time on Page

00:01:56

Avg for View: 00:01:56 (0.00%)



Bounce Rate

50.71%

Avg for View: 50.71% (0.00%)



Pageviews

6,914,042

% of Total: 100.00% (6,914,042)



Sessions by Browser

Browser	Sessions
Chrome	1,426,552
Safari	1,357,520
Edge	228,873
Safari (in-app)	153,086
Android Webview	89,732
Firefox	82,088

Top Pages

Page	Pageviews	Bounce Rate
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/	830,040	37.14%
/press-release/20210611/fema-and-fcc-plan-nationwide-emergency-alert-test-aug-11-test-messages-will	437,934	87.38%
/disaster/coronavirus/economic/funeral-assistance	288,699	45.60%
/flood-maps	205,451	27.43%
/event/ipaws-national-test	203,563	75.25%
/disaster/hurricane-ida	156,539	42.28%
/locations	145,845	24.23%
/careers/job-openings	133,333	31.63%
/disaster/declarations	130,904	17.00%
/disaster/4611	127,508	28.77%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	2,369,747
Returning Visitor	580,452

Pageviews by Source

Source	Pageviews
google	3,264,363
(direct)	1,909,169
bing	316,080
m.facebook.com	252,946
disasterassistance.gov	243,831
search.usa.gov	110,485
duckduckgo	79,065
yahoo	78,981
lnks.gd	48,230
t.co	40,084

FEMA.gov Search Performance Metrics

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Visits to FEMA.gov

3,506,929

% of Total: 100.00% (3,506,929)



Pageviews

6,914,042

% of Total: 100.00% (6,914,042)



Visitors Used the Search Form on FEMA.gov

38,915

% of Total: 1.11% (38,915)



Pageviews by Date

Date	Pageviews
20210830	783,104
20210831	698,366
20210811	613,127
20210810	366,417
20210809	267,509
20210812	212,246
20210823	202,969
20210824	202,109
20210825	200,884
20210803	197,205

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	1,201,087
(not set)	36,106
fema	768
fema flood maps	341
FEMA	222
fema.gov	121
fema flood map	89
federal emergency management agency	78
hurricane ida	69
fema covid - 19 funeral assistance	67

Pageviews by Device Category

Device Category	Pageviews
mobile	3,445,874
desktop	3,339,480
tablet	128,688

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
1802cam	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
1802cam	1.00

Q1 How would you rate your overall experience today?

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	27.34%	344
Above Average	24.56%	309
Average	27.74%	349
Below Average	7.47%	94
Poor	12.88%	162
TOTAL		1,258

Q2 What information were you looking for today?

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	23.13%	291
Employment or contracting opportunities	16.06%	202
Other	12.40%	156
Flood maps	7.95%	100
Grants	6.52%	82
Contact information	4.77%	60
Recovering from a disaster	4.37%	55
Training	3.97%	50
Disaster declarations	3.66%	46
Information about FEMA	3.66%	46
Forms or publications	2.78%	35
Disasters (specifically, types of disasters)	2.62%	33
Preparing for a disaster	2.46%	31
Flood insurance	1.83%	23
Exercises	1.27%	16
News	1.27%	16
Email, RSS feeds, or subscription services	0.87%	11
Photographs	0.32%	4
Video	0.08%	1
TOTAL		1,258

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

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	51.03%	642
No	48.97%	616
TOTAL		1,258

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

Answered: 713 Skipped: 545

ANSWER CHOICES	RESPONSES	
Bad link	3.65%	26
Content wasn't easy to understand	26.65%	190
Error on page	8.56%	61
Multimedia/technical problem	3.51%	25
Other	53.30%	380
Outdated information	4.35%	31
TOTAL		713

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

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	84.02%	1,057
No	15.98%	201
TOTAL		1,258

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

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	77.34%	973
No	22.66%	285
TOTAL		1,258

Q7 Which one of the following best describes you?

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	11.29%	142
Disaster Survivor	20.83%	262
Emergency Managers and Personnel	6.04%	76
First Responder	5.56%	70
Government Official or Employee	6.28%	79
Home (Property) Owner	16.06%	202
Insurance Agent	1.83%	23
Job Seeker	13.28%	167
Media	0.64%	8
Other	14.39%	181
Student or Educator	3.82%	48
TOTAL		1,258

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

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	45.95%	578
Navigated to general area but couldn't find the specific content needed	16.69%	210
Other	9.62%	121
Links did not take me where I expected	7.71%	97
Had technical difficulties (e.g. error messages, broken links)	5.72%	72
Too many links or navigational choices	4.93%	62
Would often feel lost, not know where I was	4.85%	61
Links/labels are difficult to understand, they are not intuitive	4.53%	57
TOTAL		1,258

Q9 How was your experience using our site search?

Answered: 1,258 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	28.46%	358
Encountered no difficulties	25.76%	324
Other	12.56%	158
Results were not helpful	11.05%	139
I was not sure what words to use in my search	7.39%	93
Results were not relevant to my search terms or needs	6.84%	86
Returned not enough or no results	4.21%	53
Results were too similar/redundant	2.31%	29
Returned too many results	1.43%	18
TOTAL		1,258