

FEMA.gov Web Performance Metrics

Aug 1, 2022 - Aug 31, 2022

All Users
100.00% Sessions

Total Visits (Sessions)

1,973,286

% of Total: 100.00% (1,973,286)



Avg. Visit (Session) Duration

00:01:58

Avg for View: 00:01:58 (0.00%)



Unique Visitors (Users)

1,378,869

% of Total: 100.00% (1,378,869)



Average Pages Per Visit (Session)

2.01

Avg for View: 2.01 (0.00%)



Average Time on Page

00:01:54

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



Bounce Rate

51.21%

Avg for View: 51.21% (0.00%)



Pageviews

3,973,776

% of Total: 100.00% (3,973,776)



Sessions by Browser

Browser	Sessions
Chrome	986,578
Safari	543,637
Edge	228,459
Firefox	62,690
Android Webview	47,244
Safari (in-app)	35,661

Top Pages

Page	Pageviews	Bounce Rate
/	401,163	40.64%
/flood-maps	215,940	26.30%
/disaster/coronavirus/economic/funeral-assistance	171,416	67.29%
/disaster/declarations	88,485	23.85%
/flood-insurance	85,195	42.15%
/flood-maps/national-flood-hazard-layer	66,470	24.80%
/locations	58,698	22.91%
/grants/preparedness/firefighters/assistance-grants	56,626	35.06%
/careers/job-openings	51,100	36.72%
/flood-maps/products-tools/products	48,996	27.68%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,263,062
Returning Visitor	307,320

Pageviews by Source

Source	Pageviews
google	1,985,457
(direct)	933,888
bing	299,533
search.usa.gov	89,934
disasterassistance.gov	89,351
Facebook	80,864
yahoo	52,009
Inks.gd	39,996
duckduckgo	32,813
msc.fema.gov	26,813

FEMA.gov Search Performance Metrics

Aug 1, 2022 - Aug 31, 2022

All Users
100.00% Sessions

Visits to FEMA.gov

1,973,286

% of Total: 100.00% (1,973,286)



Pageviews

3,973,776

% of Total: 100.00% (3,973,776)



Visitors Used the Search Form on FEMA.gov

30,625

% of Total: 1.55% (1,973,286)



Pageviews by Date

Date	Pageviews
20220801	177,931
20220802	164,139
20220823	163,808
20220822	159,811
20220824	157,815
20220830	157,407
20220831	157,165
20220803	157,129
20220809	156,308
20220815	155,201

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	777,846
(not set)	11,130
fema	223
fema flood maps	41
FEMA	40
afg grant awards	35
federal emergency management agency	18
fema.gov	14
fema flood maps by address	10
fema flood map	9

Pageviews by Device Category

Device Category	Pageviews
desktop	2,626,625
mobile	1,295,283
tablet	51,868

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
https://www.fema.gov/	1	2.00
https://www.fema.gov/about/offices/security/disaster-fraud	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/	2.00
https://www.fema.gov/about/offices/security/disaster-fraud	1.00

Q1 How would you rate your overall experience today?

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	27.21%	163
Above Average	21.37%	128
Average	25.04%	150
Below Average	12.35%	74
Poor	14.02%	84
TOTAL		599

Q2 What information were you looking for today?

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	15.86%	95
Flood maps	15.36%	92
Other	12.69%	76
Employment or contracting opportunities	11.85%	71
Grants	8.01%	48
Disaster declarations	6.51%	39
Training	6.51%	39
Recovering from a disaster	4.01%	24
Flood insurance	3.84%	23
Preparing for a disaster	2.84%	17
Disasters (specifically, types of disasters)	2.67%	16
Contact information	2.50%	15
Information about FEMA	2.50%	15
Forms or publications	2.00%	12
Exercises	1.00%	6
News	0.83%	5
Email, RSS feeds, or subscription services	0.50%	3
Photographs	0.33%	2
Video	0.17%	1
TOTAL		599

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

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	47.41%	284
No	52.59%	315
TOTAL		599

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

Answered: 350 Skipped: 249

ANSWER CHOICES	RESPONSES	
Bad link	4.29%	15
Content wasn't easy to understand	29.43%	103
Error on page	4.86%	17
Multimedia/technical problem	3.71%	13
Other	51.14%	179
Outdated information	6.57%	23
TOTAL		350

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

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.63%	471
No	21.37%	128
TOTAL		599

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

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.62%	435
No	27.38%	164
TOTAL		599

Q7 Which one of the following best describes you?

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	15.86%	95
Disaster Survivor	13.52%	81
Emergency Managers and Personnel	6.51%	39
First Responder	6.34%	38
Government Official or Employee	9.18%	55
Home (Property) Owner	20.03%	120
Insurance Agent	2.34%	14
Job Seeker	9.18%	55
Media	0.67%	4
Other	11.69%	70
Student or Educator	4.67%	28
TOTAL		599

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

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	43.07%	258
Navigated to general area but couldn't find the specific content needed	18.53%	111
Other	9.02%	54
Would often feel lost, not know where I was	7.18%	43
Had technical difficulties (e.g. error messages, broken links)	6.18%	37
Links did not take me where I expected	6.18%	37
Too many links or navigational choices	5.84%	35
Links/labels are difficult to understand, they are not intuitive	4.01%	24
TOTAL		599

Q9 How was your experience using our site search?

Answered: 599 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	30.22%	181
Encountered no difficulties	22.37%	134
Results were not helpful	11.85%	71
Other	10.85%	65
I was not sure what words to use in my search	8.35%	50
Results were not relevant to my search terms or needs	5.84%	35
Returned not enough or no results	5.84%	35
Returned too many results	2.67%	16
Results were too similar/redundant	2.00%	12
TOTAL		599