

The FEMA.gov Web Performance Metrics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Total Visits (Sessions)

3,722,032

% of Total: 100.00% (3,722,032)



Avg. Visit (Session) Duration

00:01:54

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



Unique Visitors (Users)

2,700,038

% of Total: 100.00% (2,700,038)



Average Pages Per Visit (Session)

2.42

Avg for View: 2.42 (0.00%)



Average Time on Page

00:01:20

Avg for View: 00:01:20 (0.00%)



Bounce Rate

41.99%

Avg for View: 41.99% (0.00%)



Pageviews

8,997,134

% of Total: 100.00% (8,997,134)



Sessions by Browser

Browser	Sessions
Chrome	1,710,760
Safari	1,279,517
Edge	241,058
Safari (in-app)	141,066
Firefox	83,161
Samsung Internet	82,310

Top Pages

Page	Pageviews	Bounce Rate
/	801,668	33.55%

/disasters	680,936	16.98%
/disasters/disaster-declarations	586,221	15.16%
/disaster/4586	550,274	40.69%
/disaster/3554	352,708	51.57%
/locations/texas	235,057	23.15%
/locations	209,810	25.99%
/flood-maps	178,427	35.28%
/assistance/individual	173,818	26.23%
/node/613509	148,587	77.24%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	2,570,944
Returning Visitor	585,444

Pageviews by Source

Source	Pageviews
google	3,403,080
(direct)	2,401,644
ctg-apps.intuitcdn.net	1,345,075
disasterassistance.gov	413,899
bing	315,573
m.facebook.com	220,540
search.usa.gov	148,611
yahoo	82,424
lnks.gd	63,254
duckduckgo	41,100

FEMA.gov Search Performance Metrics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Visits to FEMA.gov

3,722,032

% of Total: 100.00% (3,722,032)



Visitors Used the Search Form on FEMA.gov

45,454

% of Total: 1.22% (3,722,032)



Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	1,061,593
(not set)	13,783
fema	2,957
trafficbot.life	796
fema flood maps	736
FEMA	710
fema texas	367
federal emergency management agency	212
fema.gov	204
fema flood map	153

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
2070网站	1	1.00
2104网站	1	1.00
https://www.baidu.com/link?url=tEJbcYeeqMxKJF4JtjL5dK-4ITM_6Ry9VofSxCBjapvqbEI0EhD5ebE3T6BMdmMIW8DtQJE3m5lrfJmSsLe3ZDnieKx261F3QkWI9-pL3cwlRvjfJE4cJTLB5p-vfecM4HthMwodekQtqTHCUCmamu7Ab2mgdQp3jj-MmlIq5JRPePT7WJSiKKZJoqL5kqa8l3qDJWpGb-EeW81X0l-7pq	1	1.00
https://www.fema.gov/emergency-managers/nims	1	1.00
https://www.fema.gov/locations/puerto-rico	1	1.00

Pageviews

8,997,134

% of Total: 100.00% (8,997,134)



Pageviews by Date

Date	Pageviews
20210220	778,342
20210218	643,594
20210222	611,789
20210221	519,073
20210219	509,134
20210217	503,229
20210223	484,106
20210224	401,213
20210225	360,086
20210226	322,691

Pageviews by Device Category

Device Category	Pageviews
desktop	4,710,313
mobile	4,131,030
tablet	155,791

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
2070网站	1.00
2104网站	1.00
https://www.baidu.com/link?url=tEJbcYeeqMxKJF4JtjL5dK-4ITM_6Ry9VofSxCBjapvqbEI0EhD5ebE3T6BMdmMIW8DtQJE3m5lrfJmSsLe3ZDnieKx261F3QkWI9-pL3cwlRvjfJE4cJTLB5p-vfecM4HthMwodekQtqTHCUCmamu7Ab2mgdQp3jj-MmlIq5JRPePT7WJSiKKZJoqL5kqa8l3qDJWpGb-EeW81X0l-7pq	1.00
https://www.fema.gov/emergency-managers/nims	1.00
https://www.fema.gov/locations/puerto-rico	1.00

Q1 How would you rate your overall experience today?

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	26.28%	517
Above Average	21.76%	428
Average	30.91%	608
Below Average	9.56%	188
Poor	11.49%	226
TOTAL		1,967

Q2 What information were you looking for today?

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	34.98%	688
Disaster declarations	12.56%	247
Other	9.66%	190
Employment or contracting opportunities	9.15%	180
Grants	7.52%	148
Disasters (specifically, types of disasters)	4.58%	90
Recovering from a disaster	4.47%	88
Flood maps	4.02%	79
Information about FEMA	3.05%	60
Contact information	2.54%	50
Training	2.49%	49
Preparing for a disaster	1.53%	30
Forms or publications	1.22%	24
Flood insurance	0.81%	16
News	0.66%	13
Exercises	0.25%	5
Video	0.25%	5
Email, RSS feeds, or subscription services	0.20%	4
Photographs	0.05%	1
TOTAL		1,967

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

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	51.86%	1,020
No	48.14%	947
TOTAL		1,967

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

Answered: 1,118 Skipped: 849

ANSWER CHOICES	RESPONSES	
Bad link	4.47%	50
Content wasn't easy to understand	24.69%	276
Error on page	7.69%	86
Multimedia/technical problem	3.94%	44
Other	52.86%	591
Outdated information	6.35%	71
TOTAL		1,118

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

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	85.82%	1,688
No	14.18%	279
TOTAL		1,967

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

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	79.66%	1,567
No	20.34%	400
TOTAL		1,967

Q7 Which one of the following best describes you?

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	10.88%	214
Disaster Survivor	31.67%	623
Emergency Managers and Personnel	4.47%	88
First Responder	4.68%	92
Government Official or Employee	4.68%	92
Home (Property) Owner	15.71%	309
Insurance Agent	0.31%	6
Job Seeker	9.10%	179
Media	0.25%	5
Other	13.37%	263
Student or Educator	4.88%	96
TOTAL		1,967

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

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	44.89%	883
Navigated to general area but couldn't find the specific content needed	14.64%	288
Other	10.02%	197
Links did not take me where I expected	8.80%	173
Had technical difficulties (e.g. error messages, broken links)	6.96%	137
Would often feel lost, not know where I was	6.25%	123
Too many links or navigational choices	4.27%	84
Links/labels are difficult to understand, they are not intuitive	4.17%	82
TOTAL		1,967

Q9 How was your experience using our site search?

Answered: 1,967 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	27.71%	545
Did not use search bar today	26.08%	513
Other	14.29%	281
Results were not helpful	10.17%	200
I was not sure what words to use in my search	7.68%	151
Results were not relevant to my search terms or needs	5.59%	110
Returned not enough or no results	4.17%	82
Results were too similar/redundant	2.29%	45
Returned too many results	2.03%	40
TOTAL		1,967