

The FEMA.gov Web Performance Metrics

Jan 1, 2021 - Jan 31, 2021

All Users
100.00% Sessions

Total Visits (Sessions)

2,229,587

% of Total: 100.00% (2,229,587)



Avg. Visit (Session) Duration

00:01:40

Avg for View: 00:01:40 (0.00%)



Unique Visitors (Users)

1,685,450

% of Total: 100.00% (1,685,450)



Average Pages Per Visit (Session)

2.41

Avg for View: 2.41 (0.00%)



Average Time on Page

00:01:11

Avg for View: 00:01:11 (0.00%)



Bounce Rate

53.69%

Avg for View: 53.69% (0.00%)



Pageviews

5,364,669

% of Total: 100.00% (5,364,669)



Sessions by Browser

Browser	Sessions
Chrome	1,160,393
Safari	666,775
Edge	162,469
Firefox	66,630
Internet Explorer	66,327
Samsung Internet	38,591

Top Pages

Page	Pageviews	Bounce Rate
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/	492,869	60.62%
/disasters	396,864	17.79%
/disasters/disaster-declarations	334,865	18.52%
/flood-maps	184,446	51.24%
/careers/job-openings	109,321	64.82%
/disasters/coronavirus	90,370	50.20%
/locations	63,628	25.87%
/careers	63,434	23.74%
/emergency-managers/practitioners/integrated-public-alert-warning-system/public/emergency-alert-system	59,621	83.88%
/disasters/stafford-act	56,742	47.65%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,589,308
Returning Visitor	311,908

Pageviews by Source

Source	Pageviews
google	2,015,175
(direct)	1,468,848
ctg-apps.intuitcdn.net	707,365
bing	245,492
search.usa.gov	126,454
disasterassistance.gov	92,634
lnks.gd	66,676
duckduckgo	64,719
yahoo	57,504
realtor.com	33,156

FEMA.gov Search Performance Metrics

Jan 1, 2021 - Jan 31, 2021

All Users
100.00% Sessions

Visits to FEMA.gov

2,229,587

% of Total: 100.00% (2,229,587)



Pageviews

5,364,669

% of Total: 100.00% (5,364,669)



Visitors Used the Search Form on FEMA.gov

36,804

% of Total: 1.65% (2,229,587)



Pageviews by Date

Date	Pageviews
20210121	263,823
20210125	255,494
20210126	254,999
20210127	247,916
20210128	244,766
20210114	223,879
20210129	223,326
20210120	220,589
20210113	220,398
20210122	217,638

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	689,556
(not set)	27,503
fema	2,504
trafficbot.life	1,443
fema flood maps	868
FEMA	664
stafford act	202
fema.gov	171
fema flood map	169
fema jobs	157

Pageviews by Device Category

Device Category	Pageviews
desktop	3,354,010
mobile	1,902,895
tablet	107,764

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
https://www.fema.gov/zh-hans/profile/pete-gaynor	2	1.50
https://www.fema.gov/national-preparedness-system	1	2.00
Official Accounts	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/national-preparedness-system	2.00
https://www.fema.gov/zh-hans/profile/pete-gaynor	1.50
Official Accounts	1.00

Q1 How would you rate your overall experience today?

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	28.08%	447
Above Average	21.73%	346
Average	32.54%	518
Below Average	7.73%	123
Poor	9.92%	158
TOTAL		1,592

Q2 What information were you looking for today?

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	17.53%	279
Employment or contracting opportunities	13.76%	219
Grants	13.38%	213
Disaster declarations	12.88%	205
Other	9.05%	144
Flood maps	7.60%	121
Disasters (specifically, types of disasters)	4.46%	71
Training	4.27%	68
Information about FEMA	3.64%	58
Contact information	3.27%	52
Recovering from a disaster	2.76%	44
Flood insurance	1.88%	30
Forms or publications	1.88%	30
Preparing for a disaster	1.13%	18
News	0.88%	14
Exercises	0.69%	11
Video	0.50%	8
Email, RSS feeds, or subscription services	0.31%	5
Photographs	0.13%	2
TOTAL		1,592

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

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	51.01%	812
No	48.99%	780
TOTAL		1,592

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

Answered: 902 Skipped: 690

ANSWER CHOICES	RESPONSES	
Bad link	6.43%	58
Content wasn't easy to understand	22.51%	203
Error on page	7.54%	68
Multimedia/technical problem	5.21%	47
Other	51.66%	466
Outdated information	6.65%	60
TOTAL		902

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

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	83.92%	1,336
No	16.08%	256
TOTAL		1,592

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

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	77.51%	1,234
No	22.49%	358
TOTAL		1,592

Q7 Which one of the following best describes you?

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	12.94%	206
Disaster Survivor	15.70%	250
Emergency Managers and Personnel	4.90%	78
First Responder	9.67%	154
Government Official or Employee	6.09%	97
Home (Property) Owner	13.00%	207
Insurance Agent	0.75%	12
Job Seeker	13.63%	217
Media	0.25%	4
Other	17.46%	278
Student or Educator	5.59%	89
TOTAL		1,592

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

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	44.47%	708
Navigated to general area but couldn't find the specific content needed	13.88%	221
Other	12.50%	199
Links did not take me where I expected	7.66%	122
Would often feel lost, not know where I was	6.66%	106
Had technical difficulties (e.g. error messages, broken links)	5.59%	89
Too many links or navigational choices	4.77%	76
Links/labels are difficult to understand, they are not intuitive	4.46%	71
TOTAL		1,592

Q9 How was your experience using our site search?

Answered: 1,592 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	27.64%	440
Did not use search bar today	26.07%	415
Other	15.64%	249
Results were not helpful	9.05%	144
I was not sure what words to use in my search	6.47%	103
Results were not relevant to my search terms or needs	5.78%	92
Returned not enough or no results	4.71%	75
Results were too similar/redundant	2.70%	43
Returned too many results	1.95%	31
TOTAL		1,592