

FEMA.gov Web Performance Metrics

Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Total Visits (Sessions)

2,113,216

% of Total: 100.00% (2,113,216)



Avg. Visit (Session) Duration

00:02:07

Avg for View: 00:02:07 (0.00%)



Unique Visitors (Users)

1,498,139

% of Total: 100.00% (1,498,139)



Average Pages Per Visit (Session)

2.31

Avg for View: 2.31 (0.00%)



Average Time on Page

00:01:36

Avg for View: 00:01:36 (0.00%)



Bounce Rate

41.91%

Avg for View: 41.91% (0.00%)



Pageviews

4,888,318

% of Total: 100.00% (4,888,318)



Sessions by Browser

Browser	Sessions
Chrome	1,065,653
Safari	656,017
Edge	219,653
Firefox	59,121
Samsung Internet	29,984
Mozilla Compatible Agent	28,790

Top Pages

Page	Pageviews	Bounce Rate
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/	425,641	39.96%
/disaster/coronavirus/economic/funeral-assistance	355,628	38.96%
/disaster	310,987	16.21%
/disaster/declarations	289,881	16.30%
/flood-maps	189,255	24.75%
/disaster/coronavirus/economic/funeral-assistance/faq	152,018	66.58%
/flood-maps/national-flood-hazard-layer	62,261	22.73%
/flood-insurance	60,791	45.38%
/disaster/current	52,388	55.95%
/disaster/coronavirus	49,421	44.87%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,368,079
Returning Visitor	372,758

Pageviews by Source

Source	Pageviews
google	2,027,804
(direct)	1,284,071
ctg-apps.intuitcdn.net	613,296
bing	261,217
disasterassistance.gov	100,231
search.usa.gov	95,125
yahoo	56,132
duckduckgo	33,944
msc.fema.gov	22,314
lnks.gd	21,177

FEMA.gov Search Performance Metrics

Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Visits to FEMA.gov

2,113,216

% of Total: 100.00% (2,113,216)



Pageviews

4,888,318

% of Total: 100.00% (4,888,318)



Visitors Used the Search Form on FEMA.gov

32,398

% of Total: 1.53% (2,113,216)



Pageviews by Date

Date	Pageviews
20220202	264,289
20220201	248,909
20220203	240,120
20220207	233,294
20220215	229,607
20220208	223,086
20220209	216,453
20220204	212,981
20220216	206,642
20220210	201,550

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	697,659
(not set)	11,535
fema	666
FEMA	173
fema flood maps	123
federal emergency management agency	64
fema funeral assistance	48
fema.gov	42
fema flood map	40
flood map	34

Pageviews by Device Category

Device Category	Pageviews
desktop	3,139,458
mobile	1,679,584
tablet	69,276

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
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There is no data for this view.

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
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There is no data for this view.

Q1 How would you rate your overall experience today?

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	26.92%	186
Above Average	25.76%	178
Average	27.35%	189
Below Average	9.41%	65
Poor	10.56%	73
TOTAL		691

Q2 What information were you looking for today?

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	20.26%	140
Other	13.75%	95
Disaster declarations	11.72%	81
Flood maps	9.99%	69
Grants	7.96%	55
Employment or contracting opportunities	7.53%	52
Training	5.50%	38
Disasters (specifically, types of disasters)	5.35%	37
Information about FEMA	4.05%	28
Contact information	3.62%	25
Recovering from a disaster	3.04%	21
Forms or publications	2.32%	16
Flood insurance	2.03%	14
Preparing for a disaster	1.45%	10
Exercises	0.43%	3
Photographs	0.43%	3
Email, RSS feeds, or subscription services	0.29%	2
Video	0.29%	2
News	0.00%	0
TOTAL		691

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

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	56.15%	388
No	43.85%	303

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

Answered: 361 Skipped: 330

ANSWER CHOICES	RESPONSES	
Bad link	6.09%	22
Content wasn't easy to understand	24.38%	88
Error on page	5.54%	20
Multimedia/technical problem	4.99%	18
Other	51.80%	187
Outdated information	7.20%	26
TOTAL		361

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

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	84.80%	586
No	15.20%	105

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

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	77.42%	535
No	22.58%	156

Q7 Which one of the following best describes you?

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	13.17%	91
Disaster Survivor	20.26%	140
Emergency Managers and Personnel	5.07%	35
First Responder	5.93%	41
Government Official or Employee	6.37%	44
Home (Property) Owner	16.93%	117
Insurance Agent	0.72%	5
Job Seeker	7.24%	50
Media	0.43%	3
Other	16.21%	112
Student or Educator	7.67%	53
TOTAL		691

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

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	45.15%	312
Other	13.46%	93
Navigated to general area but couldn't find the specific content needed	12.74%	88
Links did not take me where I expected	7.09%	49
Would often feel lost, not know where I was	6.22%	43
Had technical difficulties (e.g. error messages, broken links)	5.79%	40
Links/labels are difficult to understand, they are not intuitive	5.64%	39
Too many links or navigational choices	3.91%	27
TOTAL		691

Q9 How was your experience using our site search?

Answered: 691 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	28.80%	199
Did not use search bar today	24.75%	171
Other	14.47%	100
Results were not helpful	10.71%	74
Results were not relevant to my search terms or needs	6.22%	43
I was not sure what words to use in my search	6.08%	42
Returned not enough or no results	4.05%	28
Results were too similar/redundant	2.60%	18
Returned too many results	2.32%	16
TOTAL		691