

## FEMA.gov Web Performance Metrics

Jan 1, 2022 - Jan 31, 2022

**All Users**  
 100.00% Sessions

### Total Visits (Sessions)

**2,528,725**

% of Total: 100.00% (2,528,725)



### Avg. Visit (Session) Duration

**00:02:06**

Avg for View: 00:02:06 (0.00%)



### Unique Visitors (Users)

**1,758,452**

% of Total: 100.00% (1,758,452)



### Average Pages Per Visit (Session)

**2.20**

Avg for View: 2.20 (0.00%)



### Average Time on Page

**00:01:43**

Avg for View: 00:01:43 (0.00%)



### Bounce Rate

**42.91%**

Avg for View: 42.91% (0.00%)



### Pageviews

**5,564,968**

% of Total: 100.00% (5,564,968)



### Sessions by Browser

Browser	Sessions
Chrome	1,212,655
Safari	857,486
Edge	226,380
Firefox	67,679
Samsung Internet	42,076
Mozilla Compatible Agent	36,044

### Top Pages

Page	Pageviews	Bounce Rate
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/	536,169	37.77%
/disaster/coronavirus/economic/funeral-assistance	453,862	41.95%
/disaster	257,967	16.17%
/disaster/declarations	257,824	17.28%
/flood-maps	255,472	22.41%
/disaster/coronavirus/economic/funeral-assistance/faq	186,298	69.74%
/careers/job-openings	78,614	36.75%
/flood-maps/national-flood-hazard-layer	77,304	22.97%
/flood-insurance	55,676	45.46%
/flood-maps/products-tools/products	54,708	27.83%

## New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,611,481
Returning Visitor	433,759

## Pageviews by Source

Source	Pageviews
google	2,448,527
(direct)	1,481,068
ctg-apps.intuitcdn.net	476,287
bing	286,801
disasterassistance.gov	150,845
search.usa.gov	102,575
yahoo	63,565
duckduckgo	38,918
Inks.gd	34,998
m.facebook.com	25,967

## FEMA.gov Search Performance Metrics

Jan 1, 2022 - Jan 31, 2022

**All Users**  
100.00% Sessions

### Visits to FEMA.gov

**2,528,725**

% of Total: 100.00% (2,528,725)



### Pageviews

**5,564,968**

% of Total: 100.00% (5,564,968)



### Visitors Used the Search Form on FEMA.gov

**35,093**

% of Total: 1.39% (2,528,725)



### Pageviews by Date

Date	Pageviews
20220127	256,266
20220124	252,266
20220131	251,119
20220125	250,504
20220126	241,216
20220119	227,293
20220118	221,409
20220120	219,442
20220104	218,690
20220106	217,243

### Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	845,045
(not set)	13,412
fema	731
FEMA	188
fema flood maps	172
federal emergency management agency	79
fema.gov	56
fema funeral assistance	55
fema flood map	54
flood map	50

### Pageviews by Device Category

Device Category	Pageviews
desktop	3,313,817
mobile	2,168,001
tablet	83,150

### Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
https://www.fema.gov/	1	1.00
https://www.fema.gov/disaster/4618	1	1.00

### Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/	1.00
https://www.fema.gov/disaster/4618	1.00

## Q1 How would you rate your overall experience today?

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	27.07%	258
Above Average	24.87%	237
Average	28.44%	271
Below Average	8.92%	85
Poor	10.70%	102
TOTAL		953

## Q2 What information were you looking for today?

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	17.94%	171
Employment or contracting opportunities	12.17%	116
Flood maps	11.54%	110
Other	11.23%	107
Grants	10.39%	99
Disaster declarations	6.82%	65
Contact information	4.93%	47
Training	4.30%	41
Information about FEMA	4.09%	39
Disasters (specifically, types of disasters)	3.99%	38
Recovering from a disaster	3.36%	32
Flood insurance	2.62%	25
Forms or publications	2.20%	21
Preparing for a disaster	2.20%	21
News	0.73%	7
Email, RSS feeds, or subscription services	0.63%	6
Exercises	0.63%	6
Video	0.21%	2
Photographs	0.00%	0
<b>TOTAL</b>		<b>953</b>

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

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	52.68%	502
No	47.32%	451
TOTAL		953

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

Answered: 521 Skipped: 432

ANSWER CHOICES	RESPONSES	
Bad link	5.18%	27
Content wasn't easy to understand	26.30%	137
Error on page	6.72%	35
Multimedia/technical problem	3.45%	18
Other	50.86%	265
Outdated information	7.49%	39
<b>TOTAL</b>		<b>521</b>

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

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	83.32%	794
No	16.68%	159
TOTAL		953



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

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.80%	751
No	21.20%	202
TOTAL		953

## Q7 Which one of the following best describes you?

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	13.43%	128
Disaster Survivor	18.89%	180
Emergency Managers and Personnel	4.51%	43
First Responder	5.98%	57
Government Official or Employee	5.98%	57
Home (Property) Owner	17.00%	162
Insurance Agent	1.26%	12
Job Seeker	11.86%	113
Media	0.73%	7
Other	14.17%	135
Student or Educator	6.19%	59
<b>TOTAL</b>		<b>953</b>

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

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	44.81%	427
Navigated to general area but couldn't find the specific content needed	14.59%	139
Other	11.44%	109
Links did not take me where I expected	7.45%	71
Would often feel lost, not know where I was	6.82%	65
Links/labels are difficult to understand, they are not intuitive	5.35%	51
Had technical difficulties (e.g. error messages, broken links)	5.04%	48
Too many links or navigational choices	4.51%	43
<b>TOTAL</b>		<b>953</b>

## Q9 How was your experience using our site search?

Answered: 953 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	26.86%	256
Did not use search bar today	26.34%	251
Other	12.80%	122
Results were not helpful	11.65%	111
Results were not relevant to my search terms or needs	6.82%	65
I was not sure what words to use in my search	6.40%	61
Returned not enough or no results	4.93%	47
Results were too similar/redundant	2.31%	22
Returned too many results	1.89%	18
<b>TOTAL</b>		<b>953</b>