

FEMA.gov Web Performance Metrics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Total Visits (Sessions)

1,405,529

% of Total: 100.00% (1,405,529)



Avg. Visit (Session) Duration

00:02:05

Avg for View: 00:02:05 (0.00%)



Unique Visitors (Users)

977,503

% of Total: 100.00% (977,503)



Average Pages Per Visit (Session)

2.11

Avg for View: 2.11 (0.00%)



Average Time on Page

00:01:51

Avg for View: 00:01:51 (0.00%)



Bounce Rate

47.79%

Avg for View: 47.79% (0.00%)



Pageviews

2,965,636

% of Total: 100.00% (2,965,636)



Sessions by Browser

Browser	Sessions
Chrome	698,817
Safari	413,502
Edge	177,083
Firefox	34,527
Mozilla Compatible Agent	32,530
Samsung Internet	14,119

Top Pages

Page	Pageviews	Bounce Rate
/	322,519	43.42%
/flood-maps	172,922	25.46%
/disaster/coronavirus/economic/funeral-assistance	94,581	48.84%
/disaster/declarations	70,055	24.08%
/flood-insurance	65,237	42.85%
/flood-maps/national-flood-hazard-layer	53,548	23.31%
/locations	45,993	23.28%
/flood-maps/products-tools/products	38,985	25.61%
/careers/job-openings	38,840	36.96%
/flood-maps/tools-resources/risk-map	34,157	52.95%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	888,702
Returning Visitor	238,753

Pageviews by Source

Source	Pageviews
google	1,424,655
(direct)	794,104
bing	240,456
search.usa.gov	72,133
disasterassistance.gov	47,076
yahoo	41,113
duckduckgo	27,434
lnks.gd	22,084
msc.fema.gov	20,600
m.facebook.com	11,728

FEMA.gov Search Performance Metrics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Visits to FEMA.gov

1,405,529

% of Total: 100.00% (1,405,529)



Pageviews

2,965,636

% of Total: 100.00% (2,965,636)



Visitors Used the Search Form on FEMA.gov

24,627

% of Total: 1.75% (1,405,529)



Pageviews by Date

Date	Pageviews
20220729	134,484
20220719	133,804
20220728	133,318
20220726	131,799
20220727	129,482
20220720	128,812
20220705	125,071
20220725	124,036
20220718	122,799
20220711	121,509

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	513,604
(not set)	9,501
fema	220
FEMA	51
afg grant awards	25
federal emergency management agency	25
fema flood maps	24
fema.gov	16
fema training	14
Fema	12

Pageviews by Device Category

Device Category	Pageviews
desktop	1,987,564
mobile	940,975
tablet	37,097

Top Internal Searches by Search Terms

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

Results Pageviews / Search by Search Term

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

Q1 How would you rate your overall experience today?

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	24.75%	125
Above Average	21.39%	108
Average	26.53%	134
Below Average	13.66%	69
Poor	13.66%	69
TOTAL		505

Q2 What information were you looking for today?

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Other	14.06%	71
Flood maps	13.47%	68
Disaster assistance: applying, checking my status, or learning more about assistance	12.28%	62
Employment or contracting opportunities	10.10%	51
Grants	8.51%	43
Training	7.13%	36
Disaster declarations	5.74%	29
Flood insurance	4.36%	22
Preparing for a disaster	4.36%	22
Contact information	3.96%	20
Information about FEMA	3.56%	18
Recovering from a disaster	3.56%	18
Forms or publications	3.17%	16
Disasters (specifically, types of disasters)	2.18%	11
Exercises	1.39%	7
News	0.99%	5
Email, RSS feeds, or subscription services	0.79%	4
Photographs	0.20%	1
Video	0.20%	1
TOTAL		505

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

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	47.72%	241
No	52.28%	264
TOTAL		505

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

Answered: 291 Skipped: 214

ANSWER CHOICES	RESPONSES	
Bad link	4.47%	13
Content wasn't easy to understand	30.58%	89
Error on page	10.65%	31
Multimedia/technical problem	3.09%	9
Other	42.27%	123
Outdated information	8.93%	26
TOTAL		291

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

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.42%	396
No	21.58%	109
TOTAL		505

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

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	69.31%	350
No	30.69%	155
TOTAL		505

Q7 Which one of the following best describes you?

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	14.46%	73
Disaster Survivor	12.28%	62
Emergency Managers and Personnel	5.54%	28
First Responder	6.93%	35
Government Official or Employee	11.29%	57
Home (Property) Owner	21.58%	109
Insurance Agent	2.18%	11
Job Seeker	6.93%	35
Media	0.20%	1
Other	11.88%	60
Student or Educator	6.73%	34
TOTAL		505

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

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	41.78%	211
Navigated to general area but couldn't find the specific content needed	18.02%	91
Would often feel lost, not know where I was	8.91%	45
Other	8.12%	41
Had technical difficulties (e.g. error messages, broken links)	7.72%	39
Links did not take me where I expected	7.33%	37
Too many links or navigational choices	4.55%	23
Links/labels are difficult to understand, they are not intuitive	3.56%	18
TOTAL		505

Q9 How was your experience using our site search?

Answered: 505 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	27.72%	140
Encountered no difficulties	24.55%	124
Results were not helpful	12.48%	63
Other	11.88%	60
Returned not enough or no results	7.92%	40
Results were not relevant to my search terms or needs	6.53%	33
I was not sure what words to use in my search	5.54%	28
Results were too similar/redundant	2.18%	11
Returned too many results	1.19%	6
TOTAL		505