

FEMA.gov Web Performance Metrics

Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Sessions

Total Visits (Sessions)

1,453,855
% of Total: 100.00% (1,453,855)



Avg. Visit (Session) Duration

00:02:08
Avg for View: 00:02:08 (0.00%)



Unique Visitors (Users)

1,000,284
% of Total: 100.00% (1,000,284)



Average Pages Per Visit (Session)

2.09
Avg for View: 2.09 (0.00%)



Average Time on Page

00:01:55
Avg for View: 00:01:55 (0.00%)



Bounce Rate

47.47%
Avg for View: 47.47% (0.00%)



Pageviews

3,035,167
% of Total: 100.00% (3,035,167)



Sessions by Browser

Browser	Sessions
Chrome	679,345
Safari	394,607
Edge	195,954
Android Webview	72,681
Firefox	36,808
Mozilla Compatible Agent	29,285

Top Pages

Page	Pageviews	Bounce Rate
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/	322,952	43.21%
/flood-maps	187,950	23.75%
/disaster/coronavirus/economic/funeral-assistance	118,963	49.47%
/flood-insurance	74,384	41.80%
/disaster/declarations	68,573	21.81%
/flood-maps/national-flood-hazard-layer	59,875	23.06%
/flood-maps/products-tools/products	43,688	24.58%
/locations	40,854	25.22%
/flood-maps/tools-resources/risk-map	39,489	48.46%
/careers/job-openings	35,534	37.30%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	894,192
Returning Visitor	253,385

Pageviews by Source

Source	Pageviews
google	1,478,653
(direct)	770,478
bing	259,222
search.usa.gov	74,506
yahoo	44,459
disasterassistance.gov	43,832
duckduckgo	27,384
msc.fema.gov	21,300
lnks.gd	21,183
ehealthinc.sharepoint.com	17,323

FEMA.gov Search Performance Metrics

Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Sessions

Visits to FEMA.gov

1,453,855

% of Total: 100.00% (1,453,855)



Pageviews

3,035,167

% of Total: 100.00% (3,035,167)



Visitors Used the Search Form on FEMA.gov

25,530

% of Total: 1.76% (1,453,855)



Pageviews by Date

Date	Pageviews
20220606	138,352
20220607	136,897
20220601	132,618
20220608	132,183
20220614	129,051
20220602	128,635
20220615	127,533
20220613	126,560
20220609	124,847
20220628	124,773

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	532,043
(not set)	9,556
fema	309
FEMA	67
fema flood maps	42
fema.gov	24
federal emergency management agency	20
fema flood map	16
afg grant awards	15
fema flood maps by address	13

Pageviews by Device Category

Device Category	Pageviews
desktop	2,110,473
mobile	885,384
tablet	39,310

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: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	20.94%	107
Above Average	25.24%	129
Average	24.85%	127
Below Average	11.55%	59
Poor	17.42%	89
TOTAL		511

Q2 What information were you looking for today?

Answered: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Flood maps	18.00%	92
Other	13.89%	71
Disaster assistance: applying, checking my status, or learning more about assistance	11.94%	61
Grants	10.76%	55
Employment or contracting opportunities	10.18%	52
Training	7.24%	37
Disaster declarations	4.89%	25
Flood insurance	4.50%	23
Forms or publications	4.11%	21
Recovering from a disaster	3.13%	16
Information about FEMA	2.74%	14
Contact information	2.54%	13
Preparing for a disaster	2.54%	13
Disasters (specifically, types of disasters)	2.15%	11
Exercises	0.78%	4
News	0.39%	2
Email, RSS feeds, or subscription services	0.20%	1
Photographs	0.00%	0
Video	0.00%	0
TOTAL		511

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

Answered: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	46.58%	238
No	53.42%	273
TOTAL		511

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

Answered: 300 Skipped: 211

ANSWER CHOICES	RESPONSES	
Bad link	6.67%	20
Content wasn't easy to understand	30.33%	91
Error on page	9.67%	29
Multimedia/technical problem	4.67%	14
Other	43.67%	131
Outdated information	5.00%	15
TOTAL		300

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

Answered: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	77.69%	397
No	22.31%	114
TOTAL		511

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

Answered: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	70.45%	360
No	29.55%	151
TOTAL		511

Q7 Which one of the following best describes you?

Answered: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	16.63%	85
Disaster Survivor	11.74%	60
Emergency Managers and Personnel	8.02%	41
First Responder	5.28%	27
Government Official or Employee	9.78%	50
Home (Property) Owner	20.55%	105
Insurance Agent	1.96%	10
Job Seeker	8.81%	45
Media	1.17%	6
Other	9.78%	50
Student or Educator	6.26%	32
TOTAL		511

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

Answered: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	40.31%	206
Navigated to general area but couldn't find the specific content needed	17.81%	91
Had technical difficulties (e.g. error messages, broken links)	9.39%	48
Links did not take me where I expected	8.22%	42
Other	7.24%	37
Links/labels are difficult to understand, they are not intuitive	6.46%	33
Would often feel lost, not know where I was	5.87%	30
Too many links or navigational choices	4.70%	24
TOTAL		511

Q9 How was your experience using our site search?

Answered: 511 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	26.03%	133
Encountered no difficulties	25.64%	131
Results were not helpful	13.31%	68
Other	9.39%	48
Results were not relevant to my search terms or needs	9.20%	47
I was not sure what words to use in my search	7.05%	36
Returned not enough or no results	5.09%	26
Results were too similar/redundant	2.15%	11
Returned too many results	2.15%	11
TOTAL		511