

FEMA.gov Web Performance Metrics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Total Visits (Sessions)

1,928,710

% of Total: 100.00% (1,928,710)



Avg. Visit (Session) Duration

00:02:14

Avg for View: 00:02:14 (0.00%)



Unique Visitors (Users)

1,291,754

% of Total: 100.00% (1,291,754)



Average Pages Per Visit (Session)

2.13

Avg for View: 2.13 (0.00%)



Average Time on Page

00:01:57

Avg for View: 00:01:57 (0.00%)



Bounce Rate

45.30%

Avg for View: 45.30% (0.00%)



Pageviews

4,106,949

% of Total: 100.00% (4,106,949)



Sessions by Browser

Browser	Sessions
Chrome	1,008,754
Safari	549,976
Edge	217,796
Firefox	54,289
Mozilla Compatible Agent	26,260
Samsung Internet	22,940

Top Pages

Page	Pageviews	Bounce Rate
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/	439,010	40.74%
/disaster/coronavirus/economic/funeral-assistance	289,172	36.75%
/flood-maps	215,757	24.41%
/disaster/coronavirus/economic/funeral-assistance/faq	111,848	62.98%
/disaster/declarations	102,584	18.13%
/flood-insurance	74,871	46.12%
/flood-maps/national-flood-hazard-layer	71,318	21.95%
/disaster	59,380	17.12%
/locations	48,038	22.55%
/flood-maps/products-tools/products	47,998	23.91%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,151,280
Returning Visitor	351,618

Pageviews by Source

Source	Pageviews
google	2,075,559
(direct)	1,014,394
bing	292,956
search.usa.gov	99,434
disasterassistance.gov	85,088
yahoo	58,413
duckduckgo	36,019
ready.gov	32,666
msc.fema.gov	28,637
lnks.gd	23,428

FEMA.gov Search Performance Metrics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Visits to FEMA.gov

1,928,710

% of Total: 100.00% (1,928,710)



Pageviews

4,106,949

% of Total: 100.00% (4,106,949)



Visitors Used the Search Form on FEMA.gov

33,095

% of Total: 1.72% (1,928,710)



Pageviews by Date

Date	Pageviews
20220322	172,803
20220323	172,213
20220301	169,236
20220329	165,271
20220321	163,851
20220302	163,787
20220307	163,010
20220330	162,089
20220324	161,737
20220308	159,277

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	706,986
(not set)	12,109
fema	574
FEMA	169
fema flood maps	117
federal emergency management agency	71
fema funeral assistance	49
fema.gov	49
fema flood map	41
flood map	31

Pageviews by Device Category

Device Category	Pageviews
desktop	2,770,057
mobile	1,273,464
tablet	63,428

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
www.fema.gov	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
www.fema.gov	1.00

Q1 How would you rate your overall experience today?

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	23.97%	145
Above Average	22.98%	139
Average	24.30%	147
Below Average	11.24%	68
Poor	17.52%	106
TOTAL		605

Q2 What information were you looking for today?

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	20.17%	122
Flood maps	15.04%	91
Other	12.56%	76
Grants	9.09%	55
Employment or contracting opportunities	8.76%	53
Disaster declarations	5.79%	35
Training	5.45%	33
Disasters (specifically, types of disasters)	3.47%	21
Preparing for a disaster	3.47%	21
Forms or publications	3.31%	20
Recovering from a disaster	3.31%	20
Information about FEMA	2.98%	18
Contact information	2.64%	16
Flood insurance	2.48%	15
News	0.66%	4
Exercises	0.50%	3
Video	0.33%	2
Email, RSS feeds, or subscription services	0.00%	0
Photographs	0.00%	0
TOTAL		605

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

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	49.26%	298
No	50.74%	307
TOTAL		605

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

Answered: 343 Skipped: 262

ANSWER CHOICES	RESPONSES	
Bad link	7.58%	26
Content wasn't easy to understand	26.82%	92
Error on page	6.41%	22
Multimedia/technical problem	5.54%	19
Other	48.98%	168
Outdated information	4.66%	16
TOTAL		343

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

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.18%	473
No	21.82%	132
TOTAL		605

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

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.40%	438
No	27.60%	167
TOTAL		605

Q7 Which one of the following best describes you?

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	17.19%	104
Disaster Survivor	18.84%	114
Emergency Managers and Personnel	5.45%	33
First Responder	2.98%	18
Government Official or Employee	7.27%	44
Home (Property) Owner	17.36%	105
Insurance Agent	1.32%	8
Job Seeker	6.12%	37
Media	0.33%	2
Other	15.54%	94
Student or Educator	7.60%	46
TOTAL		605

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

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	44.46%	269
Navigated to general area but couldn't find the specific content needed	15.54%	94
Other	9.59%	58
Would often feel lost, not know where I was	8.26%	50
Had technical difficulties (e.g. error messages, broken links)	7.27%	44
Links did not take me where I expected	7.27%	44
Too many links or navigational choices	4.46%	27
Links/labels are difficult to understand, they are not intuitive	3.14%	19
TOTAL		605

Q9 How was your experience using our site search?

Answered: 605 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	28.10%	170
Did not use search bar today	26.12%	158
Results were not helpful	14.38%	87
Other	9.59%	58
Returned not enough or no results	6.61%	40
I was not sure what words to use in my search	5.95%	36
Results were not relevant to my search terms or needs	5.45%	33
Returned too many results	2.48%	15
Results were too similar/redundant	1.32%	8
TOTAL		605