

FEMA.gov Web Performance Metrics

May 26, 2022 - Jun 1, 2022

All Users
100.00% Sessions

Total Visits (Sessions)

305,489

% of Total: 100.00% (305,489)



Avg. Visit (Session) Duration

00:02:08

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



Unique Visitors (Users)

233,162

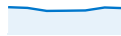
% of Total: 100.00% (233,162)



Average Pages Per Visit (Session)

2.06

Avg for View: 2.06 (0.00%)



Average Time on Page

00:01:59

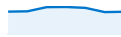
Avg for View: 00:01:59 (0.00%)



Bounce Rate

48.05%

Avg for View: 48.05% (0.00%)



Pageviews

628,840

% of Total: 100.00% (628,840)



Sessions by Browser

Browser	Sessions
Chrome	152,898
Safari	85,555
Edge	38,079
Firefox	8,631
Mozilla Compatible Agent	5,620
Android Webview	5,273

Top Pages

Page	Pageviews	Bounce Rate
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/	68,734	44.53%
/flood-maps	36,572	24.81%
/disaster/coronavirus/economic/funeral-assistance	28,100	48.78%
/flood-insurance	14,785	41.24%
/disaster/declarations	13,149	22.20%
/flood-maps/national-flood-hazard-layer	11,109	24.84%
/flood-maps/products-tools/products	8,590	23.51%
/careers/job-openings	7,918	35.31%
/locations	7,725	27.28%
/flood-maps/tools-resources/risk-map	7,383	51.79%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	189,766
Returning Visitor	68,756

Pageviews by Source

Source	Pageviews
google	303,080
(direct)	162,743
bing	50,452
search.usa.gov	14,330
disasterassistance.gov	9,774
yahoo	9,116
duckduckgo	5,920
lnks.gd	5,352
msc.fema.gov	4,001
ehealthinc.sharepoint.com	3,841

FEMA.gov Search Performance Metrics

May 26, 2022 - Jun 1, 2022

All Users
100.00% Sessions

Visits to FEMA.gov

305,489

% of Total: 100.00% (305,489)



Pageviews

628,840

% of Total: 100.00% (628,840)



Visitors Used the Search Form on FEMA.gov

4,931

% of Total: 1.61% (305,489)



Pageviews by Date

Date	Pageviews
20220601	132,618
20220531	129,596
20220526	125,917
20220527	99,976
20220530	52,866
20220528	44,962
20220529	42,905

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	110,450
(not set)	2,007
fema	69
FEMA	18
fema flood maps	12
federal emergency management agency	8
fema funeral assistance	4
fema login	4
fema covid funeral assistance	3
fema maps	3

Pageviews by Device Category

Device Category	Pageviews
desktop	427,359
mobile	192,581
tablet	8,900

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: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	26.68%	135
Above Average	23.12%	117
Average	23.52%	119
Below Average	11.46%	58
Poor	15.22%	77
TOTAL		506

Q2 What information were you looking for today?

Answered: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Flood maps	17.98%	91
Disaster assistance: applying, checking my status, or learning more about assistance	14.82%	75
Grants	14.62%	74
Other	13.44%	68
Employment or contracting opportunities	8.70%	44
Training	5.34%	27
Disaster declarations	3.75%	19
Preparing for a disaster	3.56%	18
Information about FEMA	3.16%	16
Contact information	2.77%	14
Forms or publications	2.57%	13
Recovering from a disaster	2.57%	13
Disasters (specifically, types of disasters)	2.37%	12
Flood insurance	2.37%	12
Exercises	0.79%	4
Email, RSS feeds, or subscription services	0.59%	3
News	0.20%	1
Photographs	0.20%	1
Video	0.20%	1
TOTAL		506

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

Answered: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	52.96%	268
No	47.04%	238
TOTAL		506

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

Answered: 273 Skipped: 233

ANSWER CHOICES	RESPONSES	
Bad link	6.59%	18
Content wasn't easy to understand	30.40%	83
Error on page	5.86%	16
Multimedia/technical problem	5.13%	14
Other	45.42%	124
Outdated information	6.59%	18
TOTAL		273

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

Answered: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.66%	398
No	21.34%	108
TOTAL		506

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

Answered: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.92%	369
No	27.08%	137
TOTAL		506

Q7 Which one of the following best describes you?

Answered: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	18.38%	93
Disaster Survivor	10.67%	54
Emergency Managers and Personnel	7.71%	39
First Responder	8.30%	42
Government Official or Employee	10.08%	51
Home (Property) Owner	18.97%	96
Insurance Agent	1.78%	9
Job Seeker	7.11%	36
Media	0.00%	0
Other	11.07%	56
Student or Educator	5.93%	30
TOTAL		506

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

Answered: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	45.45%	230
Navigated to general area but couldn't find the specific content needed	16.40%	83
Links did not take me where I expected	7.91%	40
Links/labels are difficult to understand, they are not intuitive	6.72%	34
Would often feel lost, not know where I was	6.72%	34
Other	6.72%	34
Had technical difficulties (e.g. error messages, broken links)	5.34%	27
Too many links or navigational choices	4.74%	24
TOTAL		506

Q9 How was your experience using our site search?

Answered: 506 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	26.88%	136
Did not use search bar today	25.69%	130
Results were not helpful	11.46%	58
Other	10.47%	53
I was not sure what words to use in my search	7.11%	36
Results were not relevant to my search terms or needs	6.92%	35
Returned not enough or no results	6.52%	33
Results were too similar/redundant	2.77%	14
Returned too many results	2.17%	11
TOTAL		506