

FEMA.gov Web Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Total Visits (Sessions)

2,091,953

% of Total: 100.00% (2,091,953)



Avg. Visit (Session) Duration

00:02:08

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



Unique Visitors (Users)

1,360,622

% of Total: 100.00% (1,360,622)



Average Pages Per Visit (Session)

2.07

Avg for View: 2.07 (0.00%)



Average Time on Page

00:01:58

Avg for View: 00:01:58 (0.00%)



Bounce Rate

43.56%

Avg for View: 43.56% (0.00%)



Pageviews

4,320,305

% of Total: 100.00% (4,320,305)



Sessions by Browser

Browser	Sessions
Chrome	1,028,411
Safari	677,173
Edge	183,230
Firefox	51,260
Mozilla Compatible Agent	43,350
Safari (in-app)	32,638

Top Pages

Page	Pageviews	Bounce Rate
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/	567,962	35.94%
/disaster/coronavirus/economic/funeral-assistance	257,730	43.44%
/flood-maps	215,122	22.69%
/disaster/coronavirus/economic/funeral-assistance/faq	95,304	65.62%
/disaster/hurricane-ida	88,714	24.52%
/assistance/individual	81,105	23.81%
/disaster/declarations	76,969	18.87%
/flood-maps/national-flood-hazard-layer	65,192	23.52%
/locations	51,967	27.66%
/flood-insurance	46,420	44.57%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,200,264
Returning Visitor	384,277

Pageviews by Source

Source	Pageviews
google	2,186,807
(direct)	1,093,710
bing	250,933
disasterassistance.gov	211,994
search.usa.gov	86,048
yahoo	54,626
lnks.gd	43,302
duckduckgo	28,392
m.facebook.com	21,603
msc.fema.gov	16,625

FEMA.gov Search Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Visits to FEMA.gov

2,091,953

% of Total: 100.00% (2,091,953)



Pageviews

4,320,305

% of Total: 100.00% (4,320,305)



Visitors Used the Search Form on FEMA.gov

29,682

% of Total: 1.42% (2,091,953)



Pageviews by Date

Date	Pageviews
20211101	202,609
20211102	201,235
20211129	199,468
20211109	199,289
20211108	198,767
20211103	198,336
20211104	192,844
20211115	192,833
20211110	192,519
20211116	190,178

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	692,288
(not set)	9,671
fema	906
FEMA	212
fema flood maps	197
federal emergency management agency	61
fema.gov	60
fema disaster assistance	51
fema flood map	43
fema covid funerals	41

Pageviews by Device Category

Device Category	Pageviews
desktop	2,697,039
mobile	1,557,350
tablet	65,916

Top Internal Searches by Search Terms

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

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
fema.gov	1.00

Q1 How would you rate your overall experience today?

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	25.42%	199
Above Average	26.69%	209
Average	25.67%	201
Below Average	8.30%	65
Poor	13.92%	109
TOTAL		783

Q2 What information were you looking for today?

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	28.61%	224
Other	11.75%	92
Grants	11.49%	90
Flood maps	9.07%	71
Employment or contracting opportunities	8.56%	67
Training	5.62%	44
Recovering from a disaster	4.09%	32
Information about FEMA	3.83%	30
Disaster declarations	3.70%	29
Forms or publications	3.19%	25
Preparing for a disaster	2.43%	19
Contact information	2.30%	18
Disasters (specifically, types of disasters)	1.92%	15
Flood insurance	1.92%	15
Exercises	0.51%	4
News	0.51%	4
Email, RSS feeds, or subscription services	0.26%	2
Video	0.26%	2
Photographs	0.00%	0
TOTAL		783

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

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	52.62%	412
No	47.38%	371
TOTAL		783

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

Answered: 438 Skipped: 345

ANSWER CHOICES	RESPONSES	
Bad link	5.25%	23
Content wasn't easy to understand	23.52%	103
Error on page	7.31%	32
Multimedia/technical problem	4.57%	20
Other	52.97%	232
Outdated information	6.39%	28
TOTAL		438

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

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	82.25%	644
No	17.75%	139
TOTAL		783

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

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.42%	614
No	21.58%	169
TOTAL		783

Q7 Which one of the following best describes you?

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	14.30%	112
Disaster Survivor	23.12%	181
Emergency Managers and Personnel	6.64%	52
First Responder	6.51%	51
Government Official or Employee	6.51%	51
Home (Property) Owner	16.09%	126
Insurance Agent	1.53%	12
Job Seeker	7.02%	55
Media	0.38%	3
Other	12.39%	97
Student or Educator	5.49%	43
TOTAL		783

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

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	44.44%	348
Navigated to general area but couldn't find the specific content needed	14.69%	115
Other	10.60%	83
Links did not take me where I expected	8.56%	67
Would often feel lost, not know where I was	8.17%	64
Had technical difficulties (e.g. error messages, broken links)	5.49%	43
Too many links or navigational choices	4.98%	39
Links/labels are difficult to understand, they are not intuitive	3.07%	24
TOTAL		783

Q9 How was your experience using our site search?

Answered: 783 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	29.76%	233
Encountered no difficulties	24.52%	192
Other	11.88%	93
Results were not helpful	10.86%	85
I was not sure what words to use in my search	7.54%	59
Results were not relevant to my search terms or needs	5.36%	42
Returned not enough or no results	4.73%	37
Results were too similar/redundant	3.32%	26
Returned too many results	2.04%	16
TOTAL		783