

## FEMA.gov Web Performance Metrics

Oct 1, 2021 - Oct 31, 2021

**All Users**  
100.00% Sessions

### Total Visits (Sessions)

**2,674,261**

% of Total: 100.00% (2,674,261)



### Avg. Visit (Session) Duration

**00:02:11**

Avg for View: 00:02:11 (0.00%)



### Unique Visitors (Users)

**1,708,194**

% of Total: 100.00% (1,708,194)



### Average Pages Per Visit (Session)

**2.13**

Avg for View: 2.13 (0.00%)



### Average Time on Page

**00:01:54**

Avg for View: 00:01:54 (0.00%)



### Bounce Rate

**41.62%**

Avg for View: 41.62% (0.00%)



### Pageviews

**5,705,658**

% of Total: 100.00% (5,705,658)



### Sessions by Browser

Browser	Sessions
Chrome	1,269,347
Safari	947,510
Edge	217,512
Firefox	72,131
Samsung Internet	42,333
Mozilla Compatible Agent	40,585

### Top Pages

Page	Pageviews	Bounce Rate
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/	769,652	34.82%
/disaster/coronavirus/economic/funeral-assistance	332,014	43.42%
/flood-maps	245,533	22.82%
/disaster/hurricane-ida	166,031	24.23%
/assistance/individual	133,975	21.51%
/disaster/coronavirus/economic/funeral-assistance/faq	133,206	58.40%
/disaster/declarations	132,709	19.21%
/locations	81,741	25.04%
/disaster/4611	79,316	35.99%
/flood-maps/national-flood-hazard-layer	71,258	24.30%

## New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,495,644
Returning Visitor	519,338

## Pageviews by Source

Source	Pageviews
google	2,937,581
(direct)	1,364,061
disasterassistance.gov	325,446
bing	305,908
search.usa.gov	111,996
yahoo	74,959
duckduckgo	40,885
ctg-apps.intuitcdn.net	37,008
apply.commonapp.org	26,909
lnks.gd	23,405

## FEMA.gov Search Performance Metrics

Oct 1, 2021 - Oct 31, 2021

**All Users**  
 100.00% Sessions

### Visits to FEMA.gov

**2,674,261**

% of Total: 100.00% (2,674,261)



### Pageviews

**5,705,658**

% of Total: 100.00% (5,705,658)



### Visitors Used the Search Form on FEMA.gov

**37,550**

% of Total: 1.40% (2,674,261)



### Pageviews by Date

Date	Pageviews
20211004	282,074
20211005	268,639
20211001	261,492
20211006	259,358
20211012	249,113
20211013	245,281
20211007	243,435
20211014	227,375
20211025	221,773
20211026	217,187

### Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	907,671
(not set)	13,773
fema	1,359
FEMA	338
fema flood maps	231
fema.gov	103
fema disaster assistance	78
flood map	64
fema flood map	62
fema covid funerals	61

### Pageviews by Device Category

Device Category	Pageviews
desktop	3,383,512
mobile	2,221,384
tablet	100,762

### Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
fema.gov	2	1.00
fema	1	1.00
HMGP	1	1.00
www.fema.gov	1	1.00

### Results Pageviews / Search by Search Term

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

## Q1 How would you rate your overall experience today?

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	26.16%	287
Above Average	22.88%	251
Average	25.25%	277
Below Average	10.39%	114
Poor	15.31%	168
TOTAL		1,097

## Q2 What information were you looking for today?

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	32.54%	357
Other	11.49%	126
Flood maps	9.30%	102
Grants	8.75%	96
Employment or contracting opportunities	8.30%	91
Recovering from a disaster	4.74%	52
Disaster declarations	4.56%	50
Training	3.74%	41
Flood insurance	3.28%	36
Contact information	2.73%	30
Disasters (specifically, types of disasters)	2.73%	30
Information about FEMA	2.64%	29
Forms or publications	2.10%	23
Preparing for a disaster	1.28%	14
Photographs	0.46%	5
Email, RSS feeds, or subscription services	0.36%	4
Exercises	0.36%	4
News	0.36%	4
Video	0.27%	3
<b>TOTAL</b>		<b>1,097</b>

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

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	48.68%	534
No	51.32%	563
TOTAL		1,097

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

Answered: 654 Skipped: 443

ANSWER CHOICES	RESPONSES	
Bad link	5.35%	35
Content wasn't easy to understand	25.84%	169
Error on page	8.10%	53
Multimedia/technical problem	4.74%	31
Other	52.14%	341
Outdated information	3.82%	25
<b>TOTAL</b>		<b>654</b>

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

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	80.67%	885
No	19.33%	212
TOTAL		1,097



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

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	74.20%	814
No	25.80%	283
TOTAL		1,097

## Q7 Which one of the following best describes you?

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	10.67%	117
Disaster Survivor	32.00%	351
Emergency Managers and Personnel	4.65%	51
First Responder	4.38%	48
Government Official or Employee	4.74%	52
Home (Property) Owner	17.68%	194
Insurance Agent	1.37%	15
Job Seeker	7.47%	82
Media	0.09%	1
Other	12.12%	133
Student or Educator	4.83%	53
<b>TOTAL</b>		<b>1,097</b>

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

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	41.20%	452
Navigated to general area but couldn't find the specific content needed	16.68%	183
Other	10.39%	114
Links did not take me where I expected	9.02%	99
Had technical difficulties (e.g. error messages, broken links)	6.93%	76
Would often feel lost, not know where I was	6.75%	74
Too many links or navigational choices	5.83%	64
Links/labels are difficult to understand, they are not intuitive	3.19%	35
<b>TOTAL</b>		<b>1,097</b>

## Q9 How was your experience using our site search?

Answered: 1,097 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	27.53%	302
Did not use search bar today	24.07%	264
Other	14.86%	163
Results were not helpful	10.30%	113
Results were not relevant to my search terms or needs	6.29%	69
I was not sure what words to use in my search	6.11%	67
Returned not enough or no results	5.20%	57
Results were too similar/redundant	3.37%	37
Returned too many results	2.28%	25
<b>TOTAL</b>		<b>1,097</b>