

## FEMA.gov Web Performance Metrics

Sep 1, 2021 - Sep 30, 2021

**All Users**  
100.00% Sessions

### Total Visits (Sessions)

**6,243,770**

% of Total: 100.00% (6,243,770)



### Avg. Visit (Session) Duration

**00:02:17**

Avg for View: 00:02:17 (0.00%)



### Unique Visitors (Users)

**3,592,915**

% of Total: 100.00% (3,592,915)



### Average Pages Per Visit (Session)

**2.08**

Avg for View: 2.08 (0.00%)



### Average Time on Page

**00:02:05**

Avg for View: 00:02:05 (0.00%)



### Bounce Rate

**36.76%**

Avg for View: 36.76% (0.00%)



### Pageviews

**12,977,127**

% of Total: 100.00% (12,977,127)



### Sessions by Browser

Browser	Sessions
Chrome	2,621,725
Safari	2,555,694
Edge	366,627
Safari (in-app)	210,721
Firefox	138,259
Samsung Internet	121,818

### Top Pages

Page	Pageviews	Bounce Rate
------	-----------	-------------

/	2,022,559	26.72%
/disaster/hurricane-ida	875,149	30.43%
/assistance/individual	671,109	17.78%
/disaster/4611	644,962	30.24%
/disaster/coronavirus/economic/funeral-assistance	383,751	45.25%
/locations/louisiana	320,227	19.85%
/locations	316,524	21.68%
/flood-maps	238,819	26.48%
/disaster/declarations	214,741	18.56%
/assistance/individual/program	211,614	45.08%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	3,307,760
Returning Visitor	1,167,824

### Pageviews by Source

Source	Pageviews
google	6,800,306
(direct)	2,746,488
disasterassistance.gov	1,353,569
bing	494,894
m.facebook.com	303,393
search.usa.gov	158,080
yahoo	156,887
duckduckgo	62,317
t.co	56,615
irs.gov	41,556

## FEMA.gov Search Performance Metrics

Sep 1, 2021 - Sep 30, 2021

All Users  
100.00% Sessions

### Visits to FEMA.gov

**6,243,770**

% of Total: 100.00% (6,243,770)



### Pageviews

**12,977,127**

% of Total: 100.00% (12,977,127)



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

**55,762**

% of Total: 0.89% (6,243,770)



### Pageviews by Date

Date	Pageviews
20210903	876,835
20210907	815,856
20210902	741,009
20210908	653,277
20210904	621,806
20210906	616,958
20210901	611,830
20210909	551,029
20210913	522,033
20210910	499,092

### Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	2,010,159
(not set)	20,592
fema	1,951
FEMA	413
fema disaster assistance	406
fema flood maps	348
fema.gov	244
federal emergency management agency	121
fema flood map	113
fema covid - 19 funeral assistance	88

### Pageviews by Device Category

Device Category	Pageviews
mobile	6,846,613
desktop	5,899,031
tablet	231,483

### Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results	Pageviews / Search
欧美无砖区2020	1		1.00
黑龙江转入应急状态	1		1.00

### Results Pageviews / Search by Search Term

Search Term	Results	Pageviews / Search
欧美无砖区2020		1.00
黑龙江转入应急状态		1.00

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

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	23.25%	736
Above Average	17.82%	564
Average	25.88%	819
Below Average	12.48%	395
Poor	20.57%	651
TOTAL		3,165

## Q2 What information were you looking for today?

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	54.28%	1,718
Other	6.82%	216
Recovering from a disaster	6.70%	212
Grants	5.81%	184
Employment or contracting opportunities	5.78%	183
Flood maps	4.20%	133
Disaster declarations	3.54%	112
Contact information	3.03%	96
Disasters (specifically, types of disasters)	2.18%	69
Information about FEMA	1.71%	54
Training	1.61%	51
Flood insurance	1.48%	47
Forms or publications	1.04%	33
Exercises	0.57%	18
News	0.35%	11
Preparing for a disaster	0.35%	11
Email, RSS feeds, or subscription services	0.28%	9
Video	0.16%	5
Photographs	0.09%	3
<b>TOTAL</b>		<b>3,165</b>

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

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	41.14%	1,302
No	58.86%	1,863
TOTAL		3,165

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

Answered: 2,104 Skipped: 1,061

ANSWER CHOICES	RESPONSES	
Bad link	5.04%	106
Content wasn't easy to understand	23.53%	495
Error on page	15.21%	320
Multimedia/technical problem	6.89%	145
Other	45.10%	949
Outdated information	4.23%	89
<b>TOTAL</b>		<b>2,104</b>

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

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.14%	2,473
No	21.86%	692
TOTAL		3,165



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

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	70.08%	2,218
No	29.92%	947
TOTAL		3,165

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

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	8.28%	262
Disaster Survivor	51.75%	1,638
Emergency Managers and Personnel	2.75%	87
First Responder	2.88%	91
Government Official or Employee	3.03%	96
Home (Property) Owner	15.26%	483
Insurance Agent	0.44%	14
Job Seeker	4.74%	150
Media	0.41%	13
Other	7.68%	243
Student or Educator	2.78%	88
<b>TOTAL</b>		<b>3,165</b>

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

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	33.40%	1,057
Navigated to general area but couldn't find the specific content needed	14.03%	444
Had technical difficulties (e.g. error messages, broken links)	13.71%	434
Other	11.88%	376
Links did not take me where I expected	8.21%	260
Would often feel lost, not know where I was	8.21%	260
Too many links or navigational choices	5.94%	188
Links/labels are difficult to understand, they are not intuitive	4.61%	146
<b>TOTAL</b>		<b>3,165</b>

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

Answered: 3,165 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	24.83%	786
Encountered no difficulties	22.27%	705
Other	15.17%	480
Results were not helpful	13.90%	440
I was not sure what words to use in my search	7.65%	242
Results were not relevant to my search terms or needs	6.19%	196
Returned not enough or no results	5.50%	174
Results were too similar/redundant	2.43%	77
Returned too many results	2.05%	65
<b>TOTAL</b>		<b>3,165</b>