

FEMA.gov Web Performance Metrics

Apr 1, 2023 - Apr 30, 2023

All Users
100.00% Sessions

Total Visits (Sessions)

2,519,134

% of Total: 100.00% (2,519,134)



Avg. Visit (Session) Duration

00:01:47

Avg for View: 00:01:47 (0.00%)



Unique Visitors (Users)

1,797,023

% of Total: 100.00% (1,797,023)



Average Pages Per Visit (Session)

2.03

Avg for View: 2.03 (0.00%)



Average Time on Page

00:01:43

Avg for View: 00:01:43 (0.00%)



Bounce Rate

52.65%

Avg for View: 52.65% (0.00%)



Pageviews

5,103,373

% of Total: 100.00% (5,103,373)



Sessions by Browser

Browser	Sessions
Chrome	1,228,359
Safari	753,210
Edge	267,900
Android Webview	80,673
Firefox	67,435
Safari (in-app)	63,920

Top Pages

Page	Pageviews	Bounce Rate
/	557,091	42.28%
/flood-maps	378,673	27.15%
/floridahelp	321,990	94.70%
/locations	137,766	26.11%
/disaster/declarations	127,648	21.96%
/es/floridahelp	114,821	91.25%
/flood-insurance	86,392	43.26%
/flood-maps/national-flood-hazard-layer	85,702	30.04%
/flood-maps/products-tools/products	70,769	34.78%
/flood-maps/tools-resources/risk-map	58,725	49.75%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,664,336
Returning Visitor	399,043

Pageviews by Source

Source	Pageviews
google	2,186,953
(direct)	1,118,728
bing	325,385
zeta	220,500
irs.gov	214,891
disasterassistance.gov	110,721
search.usa.gov	97,041
causalIQ	76,174
sabio	71,753
yahoo	60,508

FEMA.gov Search Performance Metrics

Apr 1, 2023 - Apr 30, 2023

All Users
100.00% Sessions

Visits to FEMA.gov

2,519,134

% of Total: 100.00% (2,519,134)



Pageviews

5,103,373

% of Total: 100.00% (5,103,373)



Visitors Used the Search Form on FEMA.gov

32,398

% of Total: 1.29% (2,519,134)



Pageviews by Date

Date	Pageviews
20230417	234,508
20230418	228,709
20230405	223,363
20230404	219,520
20230403	218,261
20230425	211,461
20230413	211,136
20230406	210,193
20230426	209,554
20230424	207,717

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	759,736
(not set)	13,140
fema	63
FEMA	30
https://www.fema.gov/flood-maps	29
https://www.fema.gov/	13
사망 진단서 수정	12
https://www.fema.gov/flood-insurance	9
https://www.fema.gov/disaster/declarations	8
federal emergency management agency	7

Pageviews by Device Category

Device Category	Pageviews
desktop	3,103,538
mobile	1,911,335
tablet	88,500

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: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	20.83%	131
Above Average	18.44%	116
Average	27.50%	173
Below Average	13.04%	82
Poor	20.19%	127
TOTAL		629

Q2 What information were you looking for today?

Answered: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	17.49%	110
Flood maps	14.63%	92
Employment or contracting opportunities	11.13%	70
Other	10.17%	64
Grants	9.38%	59
Disaster declarations	8.59%	54
Training	4.77%	30
Recovering from a disaster	4.61%	29
Information about FEMA	4.29%	27
Flood insurance	3.18%	20
Forms or publications	3.18%	20
Contact information	3.02%	19
Preparing for a disaster	2.23%	14
Disasters (specifically, types of disasters)	1.75%	11
News	0.64%	4
Exercises	0.48%	3
Video	0.32%	2
Email, RSS feeds, or subscription services	0.16%	1
Photographs	0.00%	0
TOTAL		629

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

Answered: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	44.04%	277
No	55.96%	352
TOTAL		629

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

Answered: 388 Skipped: 241

ANSWER CHOICES	RESPONSES	
Bad link	5.93%	23
Content wasn't easy to understand	30.15%	117
Error on page	6.96%	27
Multimedia/technical problem	3.87%	15
Other	46.39%	180
Outdated information	6.70%	26
TOTAL		388

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

Answered: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.06%	491
No	21.94%	138
TOTAL		629

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

Answered: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	66.93%	421
No	33.07%	208
TOTAL		629

Q7 Which one of the following best describes you?

Answered: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	15.74%	99
Disaster Survivor	19.87%	125
Emergency Managers and Personnel	6.20%	39
First Responder	5.25%	33
Government Official or Employee	9.06%	57
Home (Property) Owner	19.24%	121
Insurance Agent	1.43%	9
Job Seeker	7.47%	47
Media	0.16%	1
Other	8.74%	55
Student or Educator	6.84%	43
TOTAL		629

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

Answered: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	39.75%	250
Navigated to general area but couldn't find the specific content needed	18.76%	118
Would often feel lost, not know where I was	10.49%	66
Other	8.90%	56
Links did not take me where I expected	7.47%	47
Had technical difficulties (e.g. error messages, broken links)	5.56%	35
Too many links or navigational choices	5.09%	32
Links/labels are difficult to understand, they are not intuitive	3.97%	25
TOTAL		629

Q9 How was your experience using our site search?

Answered: 629 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	27.98%	176
Encountered no difficulties	22.89%	144
Results were not helpful	15.10%	95
Other	11.29%	71
Results were not relevant to my search terms or needs	7.47%	47
I was not sure what words to use in my search	5.88%	37
Returned not enough or no results	3.82%	24
Returned too many results	3.66%	23
Results were too similar/redundant	1.91%	12
TOTAL		629