

FEMA.gov Web Performance Metrics

Dec 1, 2022 - Dec 31, 2022

All Users  
100.00% Sessions

Total Visits (Sessions)

1,664,906

% of Total: 100.00% (1,664,906)



Avg. Visit (Session) Duration

00:02:05

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



Unique Visitors (Users)

1,091,412

% of Total: 100.00% (1,091,412)



Average Pages Per Visit (Session)

2.01

Avg for View: 2.01 (0.00%)



Average Time on Page

00:02:02

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



Bounce Rate

43.86%

Avg for View: 43.86% (0.00%)



Pageviews

3,344,320

% of Total: 100.00% (3,344,320)



Sessions by Browser

Browser	Sessions
Chrome	837,181
Safari	519,776
Edge	198,934
Firefox	34,715
Samsung Internet	20,180
Mozilla Compatible Agent	19,305

Top Pages

Page	Pageviews	Bounce Rate
/	486,823	35.27%
/flood-maps	168,487	22.57%
/disaster/4673	106,689	36.63%
/disaster/declarations	68,273	26.34%
/disaster/coronavirus/economic/funeral-assistance	61,177	48.07%
/flood-insurance	50,471	45.57%
/flood-maps/national-flood-hazard-layer	49,839	25.45%
/assistance/individual	49,384	21.16%
/locations	46,230	28.77%
/careers/job-openings	37,431	36.98%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	947,641
Returning Visitor	312,599

### Pageviews by Source

Source	Pageviews
google	1,694,895
(direct)	823,494
bing	237,939
disasterassistance.gov	125,855
search.usa.gov	75,304
yahoo	40,613
duckduckgo	24,245
Inks.gd	22,297
msc.fema.gov	13,631
ready.gov	10,258

FEMA.gov Search Performance Metrics

Dec 1, 2022 - Dec 31, 2022

All Users  
100.00% Sessions

Visits to FEMA.gov

1,664,906

% of Total: 100.00% (1,664,906)



Pageviews

3,344,320

% of Total: 100.00% (3,344,320)



Visitors Used the Search Form on FEMA.gov

25,172

% of Total: 1.51% (25,172)



Pageviews by Date

Date	Pageviews
20221205	161,762
20221201	159,806
20221206	158,866
20221208	155,998
20221207	153,705
20221213	153,684
20221212	152,297
20221214	146,703
20221215	145,684
20221219	135,188

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	574,110
(not set)	8,882
fema	126
FEMA	31
https://www.fema.gov/flood-maps	25
fema disaster assistance	18
https://www.fema.gov/	18
nims	17
https://www.fema.gov/disaster/coronavirus/economic/funeral-assistance	13
플러드맵스	13

Pageviews by Device Category

Device Category	Pageviews
desktop	2,078,650
mobile	1,220,365
tablet	45,305

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: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	20.81%	108
Above Average	18.11%	94
Average	24.86%	129
Below Average	14.84%	77
Poor	21.39%	111
TOTAL		519

## Q2 What information were you looking for today?

Answered: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	25.82%	134
Other	12.14%	63
Employment or contracting opportunities	9.44%	49
Flood maps	8.86%	46
Grants	8.09%	42
Recovering from a disaster	6.94%	36
Disaster declarations	5.78%	30
Training	5.39%	28
Contact information	3.47%	18
Information about FEMA	3.28%	17
Flood insurance	2.70%	14
Forms or publications	2.50%	13
Preparing for a disaster	1.93%	10
Disasters (specifically, types of disasters)	1.35%	7
Email, RSS feeds, or subscription services	0.77%	4
News	0.77%	4
Exercises	0.39%	2
Video	0.39%	2
Photographs	0.00%	0
<b>TOTAL</b>		<b>519</b>

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

Answered: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	41.04%	213
No	58.96%	306
TOTAL		519

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

Answered: 344 Skipped: 175

ANSWER CHOICES	RESPONSES	
Bad link	4.65%	16
Content wasn't easy to understand	29.36%	101
Error on page	4.94%	17
Multimedia/technical problem	4.36%	15
Other	47.97%	165
Outdated information	8.72%	30
<b>TOTAL</b>		<b>344</b>

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

Answered: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	74.57%	387
No	25.43%	132
TOTAL		519



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

Answered: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	67.63%	351
No	32.37%	168
TOTAL		519

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

Answered: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	14.07%	73
Disaster Survivor	24.28%	126
Emergency Managers and Personnel	6.17%	32
First Responder	5.97%	31
Government Official or Employee	6.55%	34
Home (Property) Owner	16.96%	88
Insurance Agent	1.73%	9
Job Seeker	6.55%	34
Media	0.77%	4
Other	10.79%	56
Student or Educator	6.17%	32
<b>TOTAL</b>		<b>519</b>

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

Answered: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	37.19%	193
Navigated to general area but couldn't find the specific content needed	15.80%	82
Other	11.37%	59
Would often feel lost, not know where I was	11.18%	58
Links did not take me where I expected	7.13%	37
Had technical difficulties (e.g. error messages, broken links)	6.55%	34
Links/labels are difficult to understand, they are not intuitive	5.59%	29
Too many links or navigational choices	5.20%	27
<b>TOTAL</b>		<b>519</b>

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

Answered: 519 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	25.82%	134
Encountered no difficulties	21.77%	113
Results were not helpful	15.41%	80
Other	10.79%	56
Results were not relevant to my search terms or needs	8.86%	46
I was not sure what words to use in my search	7.13%	37
Returned not enough or no results	4.62%	24
Results were too similar/redundant	3.47%	18
Returned too many results	2.12%	11
<b>TOTAL</b>		<b>519</b>