

FEMA.gov Search Performance Metrics

Feb 1, 2023 - Feb 28, 2023

All Users  
100.00% Sessions

Visits to FEMA.gov

1,781,930

% of Total: 100.00% (1,781,930)



Pageviews

3,803,963

% of Total: 100.00% (3,803,963)



Visitors Used the Search Form on FEMA.gov

30,797

% of Total: 1.73% (1,781,930)



Pageviews by Date

Date	Pageviews
20230227	185,520
20230228	179,312
20230207	178,864
20230206	176,362
20230208	170,984
20230201	170,806
20230202	169,208
20230209	167,847
20230222	163,559
20230221	162,337

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	691,537
(not set)	13,209
fema	100
FEMA	23
https://www.fema.gov/flood-maps	21
https://www.fema.gov/	18
federal emergency management agency	9
fema flood maps	8
https://www.fema.gov/careers/job-openings	7
nims	7

Pageviews by Device Category

Device Category	Pageviews
desktop	2,590,223
mobile	1,167,283
tablet	46,457

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.	

FEMA.gov Web Performance Metrics

Feb 1, 2023 - Feb 28, 2023

All Users  
100.00% Sessions

Total Visits (Sessions)

1,781,930

% of Total: 100.00% (1,781,930)



Avg. Visit (Session) Duration

00:02:08

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



Unique Visitors (Users)

1,214,948

% of Total: 100.00% (1,214,948)



Average Pages Per Visit (Session)

2.13

Avg for View: 2.13 (0.00%)



Average Time on Page

00:01:51

Avg for View: 00:01:51 (0.00%)



Bounce Rate

45.36%

Avg for View: 45.36% (0.00%)



Pageviews

3,803,963

% of Total: 100.00% (3,803,963)



Sessions by Browser

Browser	Sessions
Chrome	932,880
Safari	509,299
Edge	241,624
Firefox	43,461
Samsung Internet	15,740
Safari (in-app)	10,149

Top Pages

Page	Pageviews	Bounce Rate
/	466,350	41.99%
/flood-maps	221,942	20.50%
/disaster/declarations	90,978	22.49%
/flood-maps/national-flood-hazard-layer	69,732	26.76%
/flood-insurance	63,023	43.53%
/disaster/coronavirus/economic/funeral-assistance	60,147	47.17%
/locations	57,466	27.24%
/disaster/4683	54,746	36.59%
/flood-maps/tools-resources/risk-map	42,401	47.08%
/careers/job-openings	41,375	35.92%

## New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,075,300
Returning Visitor	324,009

## Pageviews by Source

Source	Pageviews
google	1,944,207
(direct)	821,164
bing	305,938
disasterassistance.gov	95,290
search.usa.gov	93,738
lnks.gd	55,774
yahoo	53,751
irs.gov	47,620
duckduckgo	35,102
msc.fema.gov	16,024

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

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	21.43%	114
Above Average	23.87%	127
Average	26.13%	139
Below Average	12.97%	69
Poor	15.60%	83
TOTAL		532

## Q2 What information were you looking for today?

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	17.29%	92
Flood maps	12.41%	66
Other	12.03%	64
Employment or contracting opportunities	11.09%	59
Grants	8.27%	44
Disaster declarations	6.95%	37
Training	6.02%	32
Information about FEMA	4.70%	25
Preparing for a disaster	4.32%	23
Recovering from a disaster	4.14%	22
Disasters (specifically, types of disasters)	3.76%	20
Contact information	2.63%	14
Flood insurance	2.63%	14
Forms or publications	1.50%	8
News	0.94%	5
Email, RSS feeds, or subscription services	0.56%	3
Video	0.38%	2
Exercises	0.19%	1
Photographs	0.19%	1
<b>TOTAL</b>		<b>532</b>

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

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	49.06%	261
No	50.94%	271
TOTAL		532

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

Answered: 322 Skipped: 210

ANSWER CHOICES	RESPONSES	
Bad link	5.28%	17
Content wasn't easy to understand	29.19%	94
Error on page	5.90%	19
Multimedia/technical problem	6.21%	20
Other	45.65%	147
Outdated information	7.76%	25
<b>TOTAL</b>		<b>322</b>

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

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.95%	420
No	21.05%	112
TOTAL		532



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

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.93%	388
No	27.07%	144
TOTAL		532

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

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	15.04%	80
Disaster Survivor	14.47%	77
Emergency Managers and Personnel	6.58%	35
First Responder	6.77%	36
Government Official or Employee	8.46%	45
Home (Property) Owner	21.05%	112
Insurance Agent	1.13%	6
Job Seeker	7.71%	41
Media	0.19%	1
Other	11.47%	61
Student or Educator	7.14%	38
<b>TOTAL</b>		<b>532</b>

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

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	41.73%	222
Navigated to general area but couldn't find the specific content needed	15.23%	81
Other	10.71%	57
Would often feel lost, not know where I was	8.27%	44
Had technical difficulties (e.g. error messages, broken links)	6.77%	36
Links did not take me where I expected	6.77%	36
Links/labels are difficult to understand, they are not intuitive	6.58%	35
Too many links or navigational choices	3.95%	21
<b>TOTAL</b>		<b>532</b>

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

Answered: 532 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	26.32%	140
Encountered no difficulties	24.25%	129
Other	12.78%	68
Results were not helpful	12.22%	65
I was not sure what words to use in my search	10.15%	54
Results were not relevant to my search terms or needs	6.02%	32
Returned not enough or no results	4.14%	22
Results were too similar/redundant	2.63%	14
Returned too many results	1.50%	8
<b>TOTAL</b>		<b>532</b>