

FEMA.gov Web Performance Metrics

Jan 1, 2023 - Jan 31, 2023

All Users  
100.00% Sessions

Total Visits (Sessions)

2,142,957

% of Total: 100.00% (2,142,957)



Avg. Visit (Session) Duration

00:02:11

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



Unique Visitors (Users)

1,423,703

% of Total: 100.00% (1,423,703)



Average Pages Per Visit (Session)

2.15

Avg for View: 2.15 (0.00%)



Average Time on Page

00:01:52

Avg for View: 00:01:52 (0.00%)



Bounce Rate

42.66%

Avg for View: 42.66% (0.00%)



Pageviews

4,602,121

% of Total: 100.00% (4,602,121)



Sessions by Browser

Browser	Sessions
Chrome	1,083,789
Safari	673,004
Edge	267,508
Firefox	47,596
Samsung Internet	21,758
Safari (in-app)	17,843

Top Pages

Page	Pageviews	Bounce Rate
/	558,900	37.72%
/flood-maps	311,122	22.83%
/flood-maps/national-flood-hazard-layer	103,981	35.17%
/disaster/declarations	103,854	21.76%
/flood-insurance	81,758	43.60%
/disaster/coronavirus/economic/funeral-assistance	75,063	48.01%
/locations	69,989	24.62%
/assistance/individual	59,731	21.57%
/disaster/4683	59,310	34.62%
/flood-maps/products-tools/products	57,382	31.59%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,290,904
Returning Visitor	383,934

### Pageviews by Source

Source	Pageviews
google	2,411,279
(direct)	993,338
bing	334,171
disasterassistance.gov	162,660
search.usa.gov	101,428
lnks.gd	74,892
yahoo	61,368
duckduckgo	36,302
msc.fema.gov	22,881
m.facebook.com	16,564

FEMA.gov Search Performance Metrics

Jan 1, 2023 - Jan 31, 2023

All Users  
100.00% Sessions

Visits to FEMA.gov

2,142,957

% of Total: 100.00% (2,142,957)



Pageviews

4,602,121

% of Total: 100.00% (4,602,121)



Visitors Used the Search Form on FEMA.gov

32,758

% of Total: 1.53% (32,758)



Pageviews by Date

Date	Pageviews
20230117	225,949
20230104	222,507
20230111	204,153
20230110	204,151
20230118	203,598
20230119	200,564
20230112	199,509
20230109	192,847
20230124	189,676
20230125	187,639

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	829,566
(not set)	13,159
fema	123
https://www.fema.gov/flood-maps	49
FEMA	48
fema flood maps	16
https://www.fema.gov/disaster/coronavirus/economic/funeral-assistance	16
https://www.fema.gov/	13
fema disaster assistance	12
nims	12

Pageviews by Device Category

Device Category	Pageviews
desktop	2,914,785
mobile	1,625,643
tablet	61,693

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: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	24.81%	167
Above Average	22.14%	149
Average	24.22%	163
Below Average	11.74%	79
Poor	17.09%	115
TOTAL		673

## Q2 What information were you looking for today?

Answered: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	21.69%	146
Grants	13.22%	89
Flood maps	11.74%	79
Employment or contracting opportunities	10.70%	72
Other	9.21%	62
Disaster declarations	7.28%	49
Recovering from a disaster	4.90%	33
Training	4.31%	29
Information about FEMA	3.12%	21
Disasters (specifically, types of disasters)	2.97%	20
Forms or publications	2.82%	19
Contact information	2.53%	17
Preparing for a disaster	2.23%	15
Flood insurance	1.49%	10
News	0.74%	5
Email, RSS feeds, or subscription services	0.45%	3
Exercises	0.30%	2
Photographs	0.15%	1
Video	0.15%	1
<b>TOTAL</b>		<b>673</b>

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

Answered: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	46.51%	313
No	53.49%	360
TOTAL		673

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

Answered: 393 Skipped: 280

ANSWER CHOICES	RESPONSES	
Bad link	4.83%	19
Content wasn't easy to understand	27.23%	107
Error on page	6.87%	27
Multimedia/technical problem	5.85%	23
Other	47.58%	187
Outdated information	7.63%	30
<b>TOTAL</b>		<b>393</b>

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

Answered: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	79.35%	534
No	20.65%	139
TOTAL		673



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

Answered: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	71.92%	484
No	28.08%	189
TOTAL		673

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

Answered: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	12.33%	83
Disaster Survivor	21.25%	143
Emergency Managers and Personnel	5.65%	38
First Responder	8.92%	60
Government Official or Employee	8.47%	57
Home (Property) Owner	17.68%	119
Insurance Agent	1.04%	7
Job Seeker	8.92%	60
Media	0.45%	3
Other	9.06%	61
Student or Educator	6.24%	42
<b>TOTAL</b>		<b>673</b>

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

Answered: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	42.35%	285
Navigated to general area but couldn't find the specific content needed	16.34%	110
Other	9.66%	65
Links did not take me where I expected	8.47%	57
Had technical difficulties (e.g. error messages, broken links)	6.98%	47
Links/labels are difficult to understand, they are not intuitive	5.79%	39
Would often feel lost, not know where I was	5.79%	39
Too many links or navigational choices	4.61%	31
<b>TOTAL</b>		<b>673</b>

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

Answered: 673 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	26.00%	175
Encountered no difficulties	25.71%	173
Results were not helpful	14.71%	99
Other	13.37%	90
I was not sure what words to use in my search	6.39%	43
Results were not relevant to my search terms or needs	6.24%	42
Results were too similar/redundant	2.53%	17
Returned not enough or no results	2.53%	17
Returned too many results	2.53%	17
<b>TOTAL</b>		<b>673</b>