

FEMA.gov Web Performance Metrics

Mar 1, 2023 - Mar 31, 2023

All Users  
100.00% Sessions

Total Visits (Sessions)

2,064,242

% of Total: 100.00% (2,064,242)



Avg. Visit (Session) Duration

00:02:08

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



Unique Visitors (Users)

1,420,678

% of Total: 100.00% (1,420,678)



Average Pages Per Visit (Session)

2.18

Avg for View: 2.18 (0.00%)



Average Time on Page

00:01:47

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



Bounce Rate

45.60%

Avg for View: 45.60% (0.00%)



Pageviews

4,506,997

% of Total: 100.00% (4,506,997)



Sessions by Browser

Browser	Sessions
Chrome	1,084,202
Safari	586,450
Edge	278,824
Firefox	48,643
Samsung Internet	17,645
Safari (in-app)	13,734

Top Pages

Page	Pageviews	Bounce Rate
/	534,572	44.07%
/flood-maps	317,491	23.14%
/disaster/declarations	105,150	21.68%
/locations	90,036	27.19%
/flood-maps/national-flood-hazard-layer	87,369	31.14%
/flood-insurance	86,918	43.35%
/disaster/4683	66,360	38.28%
/flood-maps/products-tools/products	61,419	33.76%
/disaster/coronavirus/economic/funeral-assistance	57,107	47.33%
/flood-maps/tools-resources/risk-map	55,126	48.11%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,276,763
Returning Visitor	366,376

### Pageviews by Source

Source	Pageviews
google	2,199,488
(direct)	1,025,596
bing	357,552
irs.gov	149,217
search.usa.gov	103,948
disasterassistance.gov	97,227
yahoo	61,879
lnks.gd	45,562
duckduckgo	37,521
msc.fema.gov	24,710

FEMA.gov Search Performance Metrics

Mar 1, 2023 - Mar 31, 2023

All Users  
100.00% Sessions

Visits to FEMA.gov

2,064,242

% of Total: 100.00% (2,064,242)



Pageviews

4,506,997

% of Total: 100.00% (4,506,997)



Visitors Used the Search Form on FEMA.gov

34,705

% of Total: 1.68% (2,064,242)



Pageviews by Date

Date	Pageviews
20230327	200,220
20230328	187,801
20230314	180,727
20230329	179,641
20230315	177,334
20230313	172,959
20230316	171,738
20230306	171,354
20230301	170,957
20230302	170,181

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	763,132
(not set)	13,445
fema	106
FEMA	35
https://www.fema.gov/flood-maps	30
fema flood maps	11
https://www.fema.gov/disaster/coronavirus/economic/funeral-assistance	11
federal emergency management agency	10
nims	10
https://www.fema.gov/	9

Pageviews by Device Category

Device Category	Pageviews
desktop	3,058,598
mobile	1,392,582
tablet	55,817

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: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	24.32%	142
Above Average	23.63%	138
Average	24.66%	144
Below Average	12.50%	73
Poor	14.90%	87
TOTAL		584

## Q2 What information were you looking for today?

Answered: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	18.15%	106
Flood maps	12.84%	75
Other	12.67%	74
Grants	10.10%	59
Employment or contracting opportunities	9.42%	55
Disaster declarations	6.51%	38
Training	5.65%	33
Contact information	4.79%	28
Forms or publications	4.11%	24
Information about FEMA	3.60%	21
Recovering from a disaster	3.08%	18
Preparing for a disaster	2.23%	13
Disasters (specifically, types of disasters)	2.05%	12
Flood insurance	1.88%	11
Exercises	1.03%	6
Email, RSS feeds, or subscription services	0.68%	4
News	0.51%	3
Photographs	0.51%	3
Video	0.17%	1
<b>TOTAL</b>		<b>584</b>

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

Answered: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	47.09%	275
No	52.91%	309
TOTAL		584

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

Answered: 339 Skipped: 245

ANSWER CHOICES	RESPONSES	
Bad link	4.13%	14
Content wasn't easy to understand	29.79%	101
Error on page	5.60%	19
Multimedia/technical problem	6.19%	21
Other	46.90%	159
Outdated information	7.37%	25
<b>TOTAL</b>		<b>339</b>

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

Answered: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	76.54%	447
No	23.46%	137
TOTAL		584



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

Answered: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	70.55%	412
No	29.45%	172
TOTAL		584

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

Answered: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	14.90%	87
Disaster Survivor	16.61%	97
Emergency Managers and Personnel	5.82%	34
First Responder	7.19%	42
Government Official or Employee	9.42%	55
Home (Property) Owner	17.81%	104
Insurance Agent	1.20%	7
Job Seeker	8.22%	48
Media	0.17%	1
Other	11.13%	65
Student or Educator	7.53%	44
<b>TOTAL</b>		<b>584</b>

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

Answered: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	41.10%	240
Navigated to general area but couldn't find the specific content needed	17.81%	104
Would often feel lost, not know where I was	8.90%	52
Other	7.88%	46
Links did not take me where I expected	7.53%	44
Too many links or navigational choices	6.16%	36
Had technical difficulties (e.g. error messages, broken links)	5.99%	35
Links/labels are difficult to understand, they are not intuitive	4.62%	27
<b>TOTAL</b>		<b>584</b>

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

Answered: 584 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	28.77%	168
Encountered no difficulties	23.12%	135
Results were not helpful	12.50%	73
Other	11.64%	68
I was not sure what words to use in my search	8.39%	49
Results were not relevant to my search terms or needs	5.65%	33
Returned not enough or no results	5.31%	31
Returned too many results	2.40%	14
Results were too similar/redundant	2.23%	13
<b>TOTAL</b>		<b>584</b>