

FEMA.gov Web Performance Metrics

May 1, 2023 - May 31, 2023

All Users  
100.00% Sessions

Total Visits (Sessions)

2,862,764

% of Total: 100.00% (2,862,764)



Avg. Visit (Session) Duration

00:01:27

Avg for View: 00:01:27 (0.00%)



Unique Visitors (Users)

2,015,145

% of Total: 100.00% (2,015,145)



Average Pages Per Visit (Session)

1.75

Avg for View: 1.75 (0.00%)



Average Time on Page

00:01:54

Avg for View: 00:01:54 (0.00%)



Bounce Rate

61.61%

Avg for View: 61.61% (0.00%)



Pageviews

5,012,090

% of Total: 100.00% (5,012,090)



Sessions by Browser

Browser	Sessions
Chrome	1,279,945
Safari	768,518
Edge	254,145
Android Webview	226,940
Safari (in-app)	189,311
Firefox	59,532

Top Pages

Page	Pageviews	Bounce Rate
/floridahelp	718,129	91.46%
/	457,759	42.06%
/es/floridahelp	389,475	85.99%
/flood-maps	279,204	20.93%
/flood-maps/national-flood-hazard-layer	77,481	27.64%
/disaster/declarations	77,241	22.83%
/flood-insurance	74,173	41.90%
/locations	64,222	23.13%
/careers/job-openings	55,074	37.70%
/flood-maps/products-tools/products	50,409	26.92%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,862,090
Returning Visitor	449,873

### Pageviews by Source

Source	Pageviews
google	1,897,598
(direct)	1,020,302
zeta	314,934
bing	299,562
sabio	266,560
causalIQ	134,047
adsmovil	106,889
facebook	102,006
disasterassistance.gov	87,003
search.usa.gov	81,123

FEMA.gov Search Performance Metrics

May 1, 2023 - May 31, 2023

All Users  
100.00% Sessions

Visits to FEMA.gov

2,862,764

% of Total: 100.00% (2,862,764)



Pageviews

5,012,090

% of Total: 100.00% (5,012,090)



Visitors Used the Search Form on FEMA.gov

27,033

% of Total: 0.94% (2,862,764)



Pageviews by Date

Date	Pageviews
20230525	240,826
20230502	217,321
20230501	216,206
20230503	211,673
20230523	205,622
20230524	203,507
20230509	203,112
20230504	196,345
20230526	193,560
20230508	192,958

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	663,016
(not set)	10,865
fema	71
FEMA	34
https://www.fema.gov/flood-maps	23
4339	15
https://www.fema.gov/	10
Fema	7
fema disaster assistance	7
https://www.fema.gov/assistance/individual	7

Pageviews by Device Category

Device Category	Pageviews
desktop	2,733,401
mobile	2,168,136
tablet	110,553

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: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	26.58%	147
Above Average	19.71%	109
Average	26.76%	148
Below Average	10.49%	58
Poor	16.46%	91
TOTAL		553

## Q2 What information were you looking for today?

Answered: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	22.78%	126
Flood maps	13.02%	72
Other	12.30%	68
Employment or contracting opportunities	11.39%	63
Grants	7.59%	42
Disaster declarations	6.69%	37
Training	5.24%	29
Recovering from a disaster	3.80%	21
Contact information	3.44%	19
Flood insurance	3.44%	19
Information about FEMA	2.89%	16
Preparing for a disaster	2.35%	13
Disasters (specifically, types of disasters)	1.99%	11
Forms or publications	1.99%	11
Email, RSS feeds, or subscription services	0.72%	4
Exercises	0.36%	2
News	0.00%	0
Photographs	0.00%	0
Video	0.00%	0
<b>TOTAL</b>		<b>553</b>

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

Answered: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	48.10%	266
No	51.90%	287
TOTAL		553

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

Answered: 322 Skipped: 231

ANSWER CHOICES	RESPONSES	
Bad link	6.52%	21
Content wasn't easy to understand	25.78%	83
Error on page	7.45%	24
Multimedia/technical problem	6.52%	21
Other	45.34%	146
Outdated information	8.39%	27
<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: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	79.57%	440
No	20.43%	113
TOTAL		553



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

Answered: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.15%	399
No	27.85%	154
TOTAL		553

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

Answered: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	15.91%	88
Disaster Survivor	20.43%	113
Emergency Managers and Personnel	5.97%	33
First Responder	5.61%	31
Government Official or Employee	7.78%	43
Home (Property) Owner	16.27%	90
Insurance Agent	2.17%	12
Job Seeker	9.76%	54
Media	0.54%	3
Other	10.67%	59
Student or Educator	4.88%	27
<b>TOTAL</b>		<b>553</b>

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

Answered: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	40.87%	226
Navigated to general area but couldn't find the specific content needed	17.18%	95
Other	9.22%	51
Links did not take me where I expected	9.04%	50
Would often feel lost, not know where I was	6.87%	38
Had technical difficulties (e.g. error messages, broken links)	6.33%	35
Too many links or navigational choices	5.42%	30
Links/labels are difficult to understand, they are not intuitive	5.06%	28
<b>TOTAL</b>		<b>553</b>

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

Answered: 553 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	26.04%	144
Encountered no difficulties	26.04%	144
Results were not helpful	11.57%	64
Other	11.03%	61
Results were not relevant to my search terms or needs	7.41%	41
I was not sure what words to use in my search	6.87%	38
Returned not enough or no results	6.51%	36
Returned too many results	2.71%	15
Results were too similar/redundant	1.81%	10
<b>TOTAL</b>		<b>553</b>