

FEMA.gov Web Performance Metrics

Jul 1, 2023 - Jul 31, 2023

All Users  
100.00% Sessions

Total Visits (Sessions)

1,612,312

% of Total: 100.00% (1,612,312)



Avg. Visit (Session) Duration

00:02:09

Avg for View: 00:02:09 (0.00%)



Unique Visitors (Users)

1,084,375

% of Total: 100.00% (1,084,375)



Average Pages Per Visit (Session)

2.19

Avg for View: 2.19 (0.00%)



Average Time on Page

00:01:46

Avg for View: 00:01:46 (0.00%)



Bounce Rate

45.03%

Avg for View: 45.03% (0.00%)



Pageviews

3,536,296

% of Total: 100.00% (3,536,296)



Sessions by Browser

Browser	Sessions
Chrome	849,571
Safari	448,018
Edge	224,868
Firefox	37,045
Samsung Internet	16,163
Safari (in-app)	10,163

Top Pages

Page	Pageviews	Bounce Rate
/	394,948	42.73%
/flood-maps	251,128	21.28%
/disaster/declarations	76,290	26.65%
/flood-maps/national-flood-hazard-layer	72,919	26.93%
/locations	70,554	24.22%
/flood-insurance	70,042	42.28%
/careers/job-openings	53,191	38.72%
/flood-maps/products-tools/products	45,723	27.62%
/flood-maps/tools-resources/risk-map	45,594	48.43%
/assistance/individual	38,846	25.25%

## New vs Returning Visitors (Users)

User Type	Users
New Visitor	964,397
Returning Visitor	292,416

## Pageviews by Source

Source	Pageviews
google	1,771,760
(direct)	869,378
bing	275,065
search.usa.gov	81,430
disasterassistance.gov	80,865
yahoo	47,691
lnks.gd	29,181
duckduckgo	28,993
msc.fema.gov	22,436
statics.teams.cdn.office.net	12,482

FEMA.gov Search Performance Metrics

Jul 1, 2023 - Jul 31, 2023

All Users  
100.00% Sessions

Visits to FEMA.gov

1,612,312

% of Total: 100.00% (1,612,312)



Pageviews

3,536,296

% of Total: 100.00% (3,536,296)



Visitors Used the Search Form on FEMA.gov

26,451

% of Total: 1.64% (1,612,312)



Pageviews by Date

Date	Pageviews
20230711	177,296
20230710	174,699
20230712	172,813
20230713	159,265
20230717	156,650
20230718	153,162
20230725	147,260
20230724	147,063
20230720	146,621
20230719	145,819

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	598,800
(not set)	10,286
fema	48
거주증명서	39
FEMA	21
https://www.fema.gov/flood-maps	20
4339	15
거주 증명서	10
https://www.fema.gov/assistance/individual	5
거주지증명서	5

Pageviews by Device Category

Device Category	Pageviews
desktop	2,356,265
mobile	1,143,556
tablet	36,475

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: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	22.01%	116
Above Average	22.01%	116
Average	28.65%	151
Below Average	10.25%	54
Poor	17.08%	90
TOTAL		527

## Q2 What information were you looking for today?

Answered: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	16.70%	88
Employment or contracting opportunities	12.90%	68
Flood maps	12.33%	65
Other	10.25%	54
Grants	9.49%	50
Disaster declarations	6.83%	36
Forms or publications	4.74%	25
Recovering from a disaster	4.55%	24
Training	4.55%	24
Flood insurance	3.98%	21
Information about FEMA	3.98%	21
Contact information	3.42%	18
Preparing for a disaster	3.04%	16
Disasters (specifically, types of disasters)	1.90%	10
News	0.57%	3
Video	0.38%	2
Email, RSS feeds, or subscription services	0.19%	1
Exercises	0.19%	1
Photographs	0.00%	0
<b>TOTAL</b>		<b>527</b>

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

Answered: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	45.54%	240
No	54.46%	287
TOTAL		527

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

Answered: 317 Skipped: 210

ANSWER CHOICES	RESPONSES	
Bad link	7.57%	24
Content wasn't easy to understand	25.55%	81
Error on page	7.57%	24
Multimedia/technical problem	4.42%	14
Other	44.48%	141
Outdated information	10.41%	33
<b>TOTAL</b>		<b>317</b>

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

Answered: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	80.27%	423
No	19.73%	104
TOTAL		527



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

Answered: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	71.54%	377
No	28.46%	150
TOTAL		527

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

Answered: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	18.41%	97
Disaster Survivor	15.94%	84
Emergency Managers and Personnel	5.88%	31
First Responder	6.45%	34
Government Official or Employee	7.78%	41
Home (Property) Owner	18.22%	96
Insurance Agent	1.71%	9
Job Seeker	9.87%	52
Media	0.38%	2
Other	10.44%	55
Student or Educator	4.93%	26
<b>TOTAL</b>		<b>527</b>

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

Answered: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	41.94%	221
Navigated to general area but couldn't find the specific content needed	11.95%	63
Links did not take me where I expected	11.01%	58
Would often feel lost, not know where I was	8.54%	45
Other	8.35%	44
Had technical difficulties (e.g. error messages, broken links)	6.26%	33
Too many links or navigational choices	6.26%	33
Links/labels are difficult to understand, they are not intuitive	5.69%	30
<b>TOTAL</b>		<b>527</b>

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

Answered: 527 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	26.57%	140
Encountered no difficulties	23.15%	122
Results were not helpful	13.66%	72
Other	11.39%	60
I was not sure what words to use in my search	7.21%	38
Results were not relevant to my search terms or needs	6.64%	35
Returned not enough or no results	5.31%	28
Results were too similar/redundant	3.04%	16
Returned too many results	3.04%	16
<b>TOTAL</b>		<b>527</b>