

FEMA.gov Search Performance Metrics

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions

Visits to FEMA.gov

1,032,086

% of Total: 100.00% (1,032,086)



Visitors Used the Search Form on FEMA.gov

44,134

% of Total: 4.28% (1,032,086)



Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	282,571
fema	4,421
(not set)	3,235
fema.gov	2,501
amazon	1,273
FEMA	913
fema flood maps	750
nims	484
nfip	208
NIMS	183

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
fema	2	1.50
tribal	2	1.00
2019 AFG EMS Rural	1	1.00
2020 AFG application periods	1	1.00
Afg	1	1.00
AFG TRaining	1	1.00
alerts	1	1.00
Assistance to Firefighters blank grant application	1	2.00
Buffer Zone Protection Program	1	1.00
CBRNE	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
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Assistance to Firefighters blank grant application	2.00
fema	1.50
2019 AFG EMS Rural	1.00
2020 AFG application periods	1.00
Afg	1.00
AFG TRaining	1.00
alerts	1.00
Buffer Zone Protection Program	1.00
CBRNE	1.00
dams under federal jurisdiction	1.00