FEMA.gov Search Web Performance Metrics

Jul 1, 2018 - Jul 31, 2018

**Total Unique Searches**
- **141,402**
- % of Total: 100.00% (141,402)

**Total Visits**
- **90,876**
- % of Total: 100.00% (90,876)

**Top Unique Searches by Search Term**
- **flood maps** 1,277
- **flood map** 1,007
- **nims** 739
- **jobs** 679
- **ics 100** 673
- **training** 660
- **ics** 551
- **elevation certificate** 486
- **flood zone** 466
- **map service center** 399

**New vs. Returned Visitors**
- 83.9% New Visitor
- 16.1% Returning Visitor

**Avg. Visit Duration**
- **00:02:01**
- Avg for View: 00:02:01 (0.00%)

**Avg. Pages / Visit**
- **2.38**
- Avg for View: 2.38 (0.00%)

**Avg. Time on Page**
- **00:01:28**
- Avg for View: 00:01:28 (0.00%)

**Bounce Rate**
- **53.55%**
- Avg for View: 53.55% (0.00%)