

FEMA.gov Search Performance Metrics

May 1, 2020 - May 31, 2020

All Users
100.00% Sessions

Visits to FEMA.gov

2,010,166

% of Total: 100.00% (2,010,166)



Visitors Used the Search Form on FEMA.gov

62,910

% of Total: 3.13% (2,010,166)



Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	598,777
(not set)	7,481
fema	5,266
fema.gov	3,406
fema flood maps	1,118
FEMA	1,043
nims	365
FEMA.gov	248
nfip	239
flood insurance	227

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
my policy	2	1.00
fema 749	1	1.00
https://www.fema.gov/covid19offers	1	1.00
https://www.fema.gov/industry-liaison-program	1	1.00
https://www.fema.gov/news-release/2020/04/18/coronavirus-covid-19-pandemic-national-resource-prioritization-cell	1	2.00
ICTSSHIPPING221	1	1.00
mitigation flood vents	1	1.00
Tribal	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/news-release/2020/04/18/coronavirus-covid-19-pandemic-national-resource-prioritization-cell	2.00

e-prioritization-cell	
fema 749	1.00
https://www.fema.gov/covid19offers	1.00
https://www.fema.gov/industry-liaison-program	1.00
ICTSSHIPPING221	1.00
mitigation flood vents	1.00
my policy	1.00
Tribal	1.00