

FEMA.gov Search Performance Metrics

Jul 1, 2020 - Jul 31, 2020

All Users
100.00% Sessions

Visits to FEMA.gov

1,925,160

% of Total: 100.00% (1,925,160)



Visitors Used the Search Form on FEMA.gov

56,512

% of Total: 2.94% (56,512)



Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	694,083
(not set)	7,513
fema	4,618
FEMA	994
fema flood maps	818
fema flood zone map	316
fema.gov	315
fema flood map	268
4339	267
nims	254

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
cancellation form	2	1.00
2020 claims manual	1	1.00
base flood elevation	1	1.00
berkeley county	1	2.00
CEF	1	1.00
Claims Manual	1	1.00
coastal construction	1	2.00
comprehensive preparedness guide	1	1.00
Condominium Loss Assessment	1	1.00
covid hazard pay form	1	1.00

Pageviews

4,036,413

% of Total: 100.00% (4,036,413)



Pageviews by Date

Date	Pageviews
20200714	227,054
20200715	225,804
20200729	220,285
20200730	207,529
20200728	174,045
20200713	171,788
20200731	168,750
20200727	157,271
20200716	154,533
20200707	143,745

Pageviews by Device Category

Device Category	Pageviews
desktop	2,680,896
mobile	1,248,194
tablet	107,323

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/media-library/assets/documents/2098	3.00
scouring	3.00
berkeley county	2.00
coastal construction	2.00
FCD-1	2.00
fema tribal policy	2.00
hurricane plywood	2.00
hurricane shutters	2.00
jobs	2.00
wireless emergency alerts	2.00