

FEMA.gov Search Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Visits to FEMA.gov

3,866,680

% of Total: 100.00% (3,866,680)



Pageviews

8,732,598

% of Total: 100.00% (8,732,598)



Visitors Used the Search Form on FEMA.gov

49,118

% of Total: 1.27% (3,866,680)



Pageviews by Date

Date	Pageviews
20200901	474,760
20200902	458,058
20200903	394,253
20200909	379,491
20200921	376,148
20200910	374,246
20200908	357,161
20200914	353,654
20200917	350,580
20200916	350,493

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	1,251,225
(not set)	10,888
fema	5,779
fema flood maps	1,307
FEMA	1,171
federal emergency management agency	582
fema.gov	538
fema jobs	367
fema flood map	298
fema flood maps by address	234

Pageviews by Device Category

Device Category	Pageviews
desktop	4,254,398
mobile	4,250,753
tablet	227,447

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
TikTok	2	1.50
1402网站	1	1.00
FEMA2657	1	1.00
femafill100好使吗	1	1.00
https://www.fema.gov/	1	2.00
https://www.fema.gov/national-preparedness-system	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/	2.00
TikTok	1.50
1402网站	1.00
FEMA2657	1.00
femafill100好使吗	1.00
https://www.fema.gov/national-preparedness-system	1.00

