

FEMA.gov Search Performance Metrics

Nov 1, 2019 - Nov 30, 2019

All Users  
100.00% Sessions

Visits to FEMA.gov

1,117,454

% of Total: 100.00% (1,117,454)



Pageviews

2,379,744

% of Total: 100.00% (2,379,744)



Visitors Used the Search Form on FEMA.gov

46,734

% of Total: 4.18% (1,117,454)



Pageviews by Date

Date	Pageviews
20191119	121,064
20191118	118,116
20191105	118,016
20191104	117,159
20191106	117,100
20191112	117,084
20191113	114,324
20191107	113,826
20191120	111,952
20191114	110,701

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	325,067
fema	5,178
(not set)	3,814
fema.gov	2,719
amazon	1,337
FEMA	1,031
fema flood maps	890
nims	562
fema training	256
NIMS	214

Pageviews by Device Category

Device Category	Pageviews
desktop	1,896,903
mobile	396,651
tablet	86,190

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
active shooter	2	1.00
"tribal"	1	2.00
ago working with Fema during Maria in Puerto rico	1	1.00
deep water horizon oil spill help	1	1.00
fema	1	1.00
FEMA	1	1.00
FEMA Emergency Management Institute	1	1.00
fema is 200	1	1.00
fema.	1	1.00
filipponi	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
"tribal"	2.00
public assistance api	2.00
tribal	2.00
tribal affairs	2.00
active shooter	1.00
ago working with Fema during Maria in Puerto rico	1.00
deep water horizon oil spill help	1.00
fema	1.00
FEMA	1.00
FEMA Emergency Management Institute	1.00

