

## FEMA.gov Search Performance Metrics

Nov 1, 2020 - Nov 30, 2020

All Users  
100.00% Sessions

### Visits to FEMA.gov

**1,795,846**

% of Total: 100.00% (1,795,846)



### Pageviews

**4,087,174**

% of Total: 100.00% (4,087,174)



### Visitors Used the Search Form on FEMA.gov

**29,766**

% of Total: 1.66% (1,795,846)



### Pageviews by Date

Date	Pageviews
20201102	208,613
20201109	197,234
20201110	191,932
20201103	191,395
20201117	186,857
20201118	183,992
20201112	182,846
20201104	179,813
20201116	178,059
20201105	168,034

### Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	574,858
(not set)	7,057
fema	2,638
fema flood maps	815
FEMA	663
fema.gov	181
fema flood map	171
fema jobs	158
fema flood maps by address	141
fema disaster assistance	135

### Pageviews by Device Category

Device Category	Pageviews
desktop	2,601,909
mobile	1,393,030
tablet	92,235

### Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
government	1	1.00
https://www.fema.gov/	1	1.00
https://www.fema.gov/taxonomy/term/49909	1	1.00
National-preparedness	1	2.00

### Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
National-preparedness	2.00
government	1.00
https://www.fema.gov/	1.00
https://www.fema.gov/taxonomy/term/49909	1.00