

FEMA.gov Search Performance Metrics

Feb 1, 2020 - Feb 29, 2020

All Users

100.00% Sessions

Visits to FEMA.gov

1,622,228

% of Total: 100.00% (1,622,228)



Visitors Used the Search Form on FEMA.gov

76,634

% of Total: 4.72% (1,622,228)



Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	452,933
fema	6,887
(not set)	6,283
fema.gov	3,315
fema flood maps	3,255
FEMA	1,303
nims	698
fema training	609
fema flood map	546
fema flood maps by address	540

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
jobs	30	1.03
careers	26	1.15
employment	14	1.36
career	4	1.00
Jobs	4	1.25
field manual	2	1.00
https://www.fema.gov/media-library/assets/documents/84807	2	1.00
job openings	2	2.00
Administrative	1	1.00
armed guard	1	1.00

Pageviews

3,647,541

% of Total: 100.00% (3,647,541)



Pageviews by Date

Date	Pageviews
20200226	206,079
20200227	196,839
20200206	195,571
20200205	174,108
20200213	161,095
20200207	157,176
20200225	154,210
20200204	153,809
20200211	148,463
20200224	146,281

Pageviews by Device Category

Device Category	Pageviews
desktop	2,691,661
mobile	849,955
tablet	105,925

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/media-library/assets/documents/12773	3.00
https://www.fema.gov/core-capabilities	2.00
https://www.fema.gov/media-library/assets/documents/151291	2.00
https://www.fema.gov/nims-doctrine-supporting-guides-tools	2.00
job openings	2.00
employment	1.36
Jobs	1.25
careers	1.15
jobs	1.03
Administrative	1.00

