FEMA.gov Search Performance Metrics

Mar 1, 2020 - Mar 31, 2020

⭕ All Users
100.00% Sessions

Visits to FEMA.gov
5,225,870
% of Total: **100.00% (5,225,870)**

Pageviews
9,433,940
% of Total: **100.00% (9,433,940)**

Visitors Used the Search Form on FEMA.gov
99,687
% of Total: **1.91% (5,225,870)**

Pageviews by Date

Date	Pageviews
20200321	655,917
20200318	642,969
20200323	609,966
20200319	585,632
20200322	584,389
20200320	550,422
20200324	482,534
20200325	470,372
20200326	417,426
20200331	385,097

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	1,665,584
(not set)	22,187
fema	17,099
fema.gov	5,302
stafford act	4,613
FEMA	3,313
defense production act	2,295
fema flood maps	2,057
federal emergency management agency	1,712
fema assistance	1,502

Pageviews by Device Category

Device Category	Pageviews
desktop	4,835,100
mobile	4,285,535
tablet	313,305

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
06CP-03-NRSC	4	1.00
https://www.fema.gov/	3	1.33
https://www.fema.gov/Coronavirus-Rumor-Control	2	1.00
https://www.fema.gov/federal-interagency-operational-plans	2	1.00
https://www.fema.gov/national-incident-management-system-alerts	2	1.00
https://www.fema.gov/national-preparedness-resource-library	2	1.50
Federal regulators Wednesday approved a plan to create a nationwide emergency alert翻译	1	1.00
fema	1	1.00
https://www.fema.gov/coronavirus/how-to-help	1	1.00
https://www.fema.gov/covid19offers	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/media-library/assets/documents/165308	2.00
https://www.fema.gov/national-incident-management-system	2.00
https://www.fema.gov/national-preparedness-resource-library	1.50
https://www.fema.gov/	1.33
06CP-03-NRSC	1.00
Federal regulators Wednesday approved a plan to create a nationwide emergency alert翻译	1.00
fema	1.00
https://www.fema.gov/Coronavirus-Rumor-Control	1.00
https://www.fema.gov/coronavirus/how-to-help	1.00
https://www.fema.gov/covid19offers	1.00