CISA.gov Web Performance Metrics

Apr 1, 2020 - Apr 30, 2020

All Users
100.00% Sessions

Total Visits

1,696,371
% of Total: **100.00% (1,696,371)**

Avg. Visit Duration

00:01:17
Avg for View: **00:01:17 (0.00%)**

Pageviews

3,112,561
% of Total: **100.00% (3,112,561)**

Unique Visitors

1,410,597
% of Total: **100.00% (1,410,597)**

Avg. Pages / Visit

1.83
Avg for View: **1.83 (0.00%)**

Avg. Time on Page

00:01:32
Avg for View: **00:01:32 (0.00%)**

Bounce Rate

66.10%
Avg for View: **66.10% (0.00%)**

Top Pages

Page Title	Pageviews	Bounce Rate
Guidance on the Essential Critical Infrastructure Workforce | CISA	1,124,116	76.01%
Identifying Critical Infrastructure During COVID-19 | CISA	435,384	47.74%
Publications Library | CISA	193,694	68.92%
Homepage | CISA	128,965	37.55%
Critical Infrastructure Sectors | CISA	100,217	52.01%
Coronavirus | CISA	58,091	60.61%
Critical Manufacturing Sector | CISA	56,927	59.40%
Commercial Facilities Sector | CISA	53,716	67.92%
Healthcare and Public Health Sector | CISA	45,706	72.94%
Food and Agriculture Sector | CISA	42,247	65.31%

Visits by Social Network

Social Network	Sessions
Facebook	109,114
Twitter	13,679
LinkedIn	3,283
Scribd	2,580
reddit	603
YouTube	377
Yammer	67
Blogger	47
Instagram	36
WordPress	30

Visits By Source

- (direct)
- google
- m.facebook.com
- cdc.gov
- wtxl.com
- bing
- Other

32.8%
21.3%
31.5%
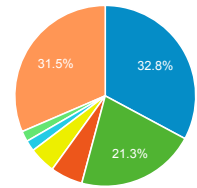
New vs. Returned Visitors

- New Visitor
- Returning Visitor

84.8%
15.2%
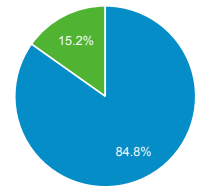
CISA.gov Search Performance Metrics

Mar 1, 2020 - Mar 31, 2020

All Users
100.00% Sessions

Visits to CISA.gov

4,670,887
% of Total: **100.00% (4,670,887)**

Pageviews

11,038,138
% of Total: **100.00% (11,038,138)**

Unique Pageviews

7,965,302
% of Total: **100.00% (7,965,302)**

Total External Searches

799,840
% of Total: **17.12% (4,670,887)**

Search Source and Medium

Source / Medium	Organic Searches
google / organic	570,007
bing / organic	42,742
yahoo / organic	9,942
duckduckgo / organic	4,569
ask / organic	283
ecosia.org / organic	248
baidu / organic	61
naver / organic	8
avg / organic	3
goo.ne / organic	3

## Top External Searches (Google - as reported)

Page Title	Sessions
Guidance on the Essential Critical Infrastructure Workforce | CISA	278,535
Identifying Critical Infrastructure During COVID-19 | CISA	134,593
Critical Infrastructure Sectors | CISA	122,050
Homepage | CISA	52,056
CISA Releases Guidance on Essential Critical Infrastructure Workers During COVID-19 | CISA	22,407
Critical Manufacturing Sector | CISA	14,145
Coronavirus | CISA	12,965
Commercial Facilities Sector | CISA	6,323
ABOUT CISA | CISA	4,478
Bomb-Making Materials Awareness Program (BMAP) | CISA	3,962

Top External Searches (Bing - as reported)

Page Title	Sessions
Guidance on the Essential Critical Infrastructure Workforce | CISA	9,892
Critical Infrastructure Sectors | CISA	9,180
Homepage | CISA	8,487
Identifying Critical Infrastructure During COVID-19 | CISA	5,443
Coronavirus | CISA	1,705
Critical Manufacturing Sector | CISA	1,321
CISA Releases Guidance on Essential Critical Infrastructure Workers During COVID-19 | CISA	1,293
Guidance | CISA	749
Page Not Found | CISA	731
Financial Services Sector | CISA	412

User Acquistion Channel

Direct, Referral, Organic Search, Social, Email

43.9%
27.7%
17.1%
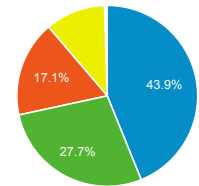
Top Referrers

Full Referrer	Users
(direct)	1,726,678
google	562,139
m.facebook.com/	375,153
covid19.ca.gov/stay-home-except-for-essential-needs/	145,788
bing	38,248
search.us-cert.gov/	27,157
moderntiredealer.com/news/737832/feds-classify-auto-repair-facilities-essential-during-covid-19-pandemic	25,442
facebook.com/	24,018
cdc.gov/media/releases/2020/s038-travel-advisory.html	23,700
cnbc.com/2020/03/19/california-governor-issues-statewide-order-to-stay-at-home-effective-thursday-evening.html	23,634