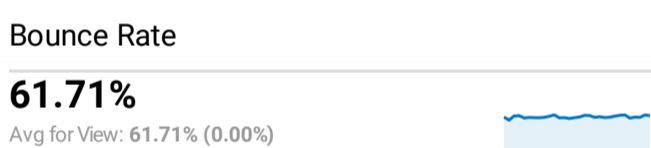
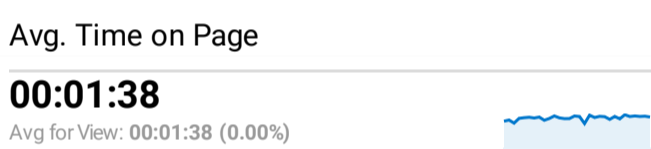
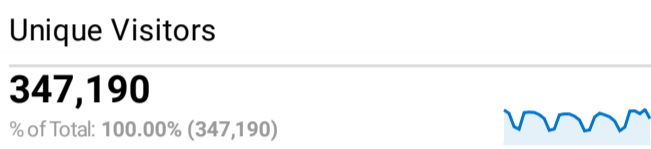
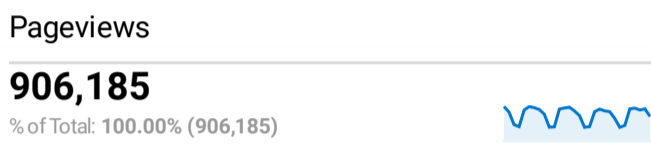
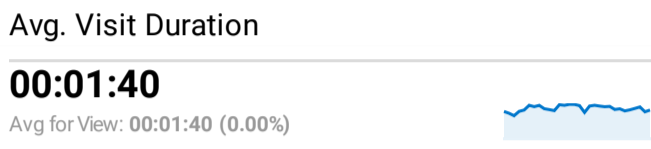
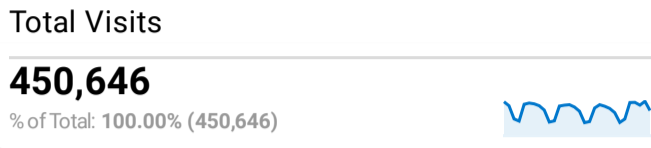


CISA.gov Web Performance Metrics

Apr 1, 2021 - Apr 30, 2021

All Users
100.00% Sessions

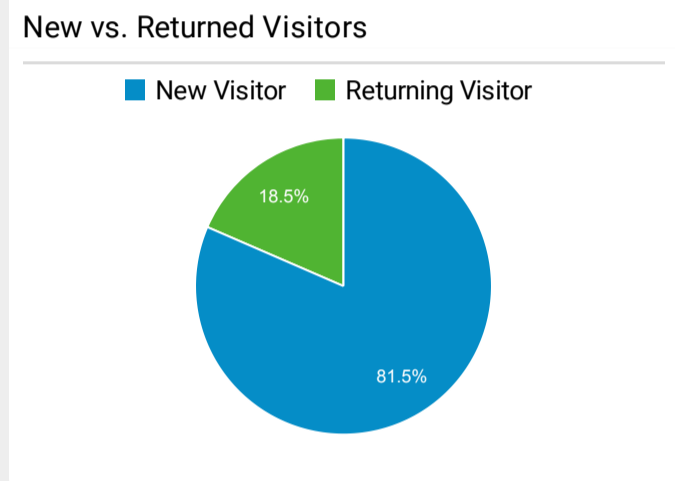
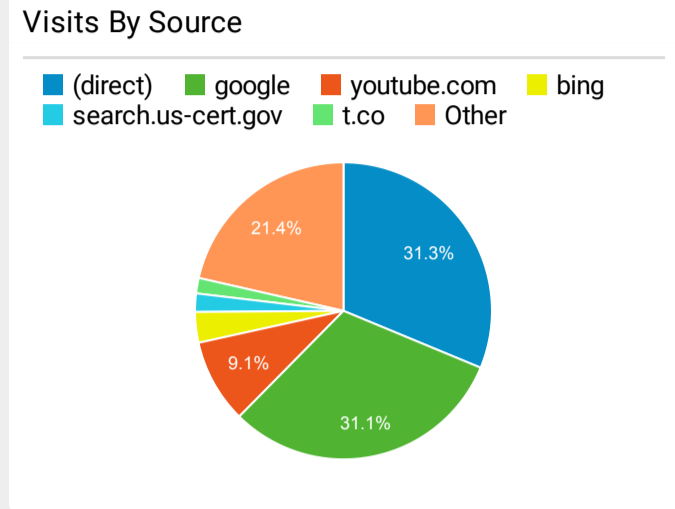


Top Pages

Page Title	Pageviews	Bounce Rate
Rumor Control CISA	73,489	83.94%
Homepage CISA	57,802	53.05%
Critical Infrastructure Sectors CISA	31,195	54.72%
Publications Library CISA	26,387	51.19%
Guidance on the Essential Critical Infrastructure Workforce CISA	18,673	57.09%
CYBERSECURITY CISA	17,916	55.22%
Identifying Critical Infrastructure During COVID-19 CISA	17,083	53.39%
National Council of Statewide Interoperability Coordinators CISA	14,978	58.95%
Traffic Light Protocol (TLP) Definitions and Usage CISA	12,180	60.81%
Bomb-Making Materials Awareness Program (BMAP) CISA	11,773	78.57%

Visits by Social Network

Social Network	Sessions
(not set)	386,153
YouTube	48,318
Twitter	7,579
LinkedIn	4,437
Facebook	3,780
reddit	146
Instagram Stories	36
Vkontakte	36
Instagram	33
Quora	25



CISA.gov Search Performance Metrics

Apr 1, 2021 - Apr 30, 2021

All Users
100.00% Sessions

Visits to CISA.gov

450,646
% of Total: 100.00% (450,646)



Pageviews

906,185
% of Total: 100.00% (906,185)



Unique Pageviews

721,731
% of Total: 100.00% (721,731)



Total External Searches

160,835
% of Total: 35.69% (450,646)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	96,775
bing / organic	9,038
duckduckgo / organic	2,274
yahoo / organic	1,354
baidu / organic	195
ecosia.org / organic	131
qwant.com / organic	33
naver / organic	30
sogou / organic	17
yandex / organic	13

Top External Searches (Google - as reported)

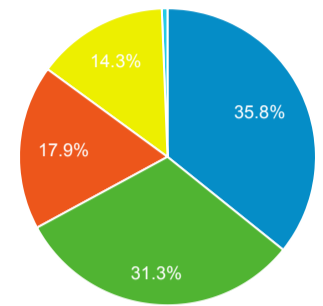
Page Title	Sessions
Homepage CISA	16,533
Bomb-Making Materials Awareness Program (BMA P) CISA	8,822
Critical Infrastructure Sectors CISA	7,676
What to Do - Bomb Threat CISA	4,179
Identifying Critical Infrastructure During COVID-19 CISA	3,740
Ransomware CISA	3,190
Federal Information Security Modernization Act CISA	2,912
Traffic Light Protocol (TLP) Definitions and Usage CISA	2,741
CYBERSECURITY CISA	2,699
ABOUT CISA CISA	2,648

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	2,026
Critical Infrastructure Sectors CISA	659
Federal Information Security Modernization Act CISA	385
Cybersecurity Training & Exercises CISA	239
ABOUT CISA CISA	208
Traffic Light Protocol (TLP) Definitions and Usage CISA	197
Active Shooter Emergency Action Plan Guide CISA	196
Active Shooter Preparedness CISA	191
What to Do - Bomb Threat CISA	185
Continuous Diagnostics and Mitigation Program CISA	182

User Acquisition Channel

Organic Search Direct Referral
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	118,232
google	105,606
youtube.com/	34,769
bing	9,954
cdc.gov/	5,678
search.us-cert.gov/	4,770
dhs.gov/	4,280
linkedin.com/	4,012
t.co/	3,334
m.youtube.com/	3,037