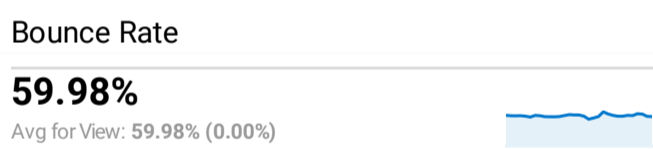
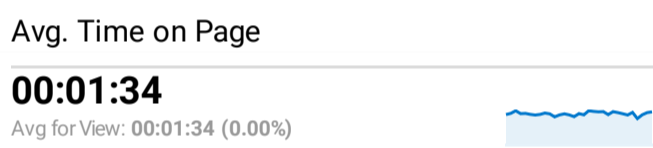
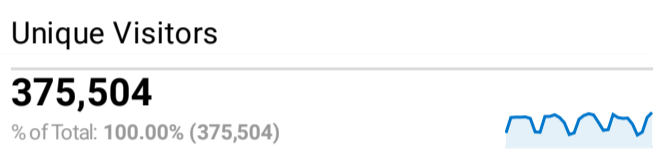
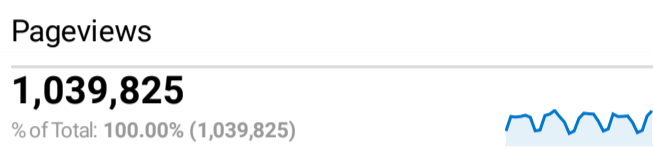
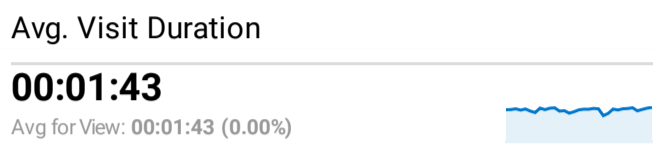
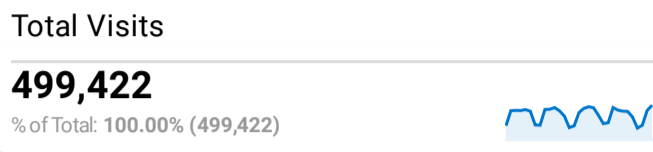


CISA.gov Web Performance Metrics

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions



Top Pages

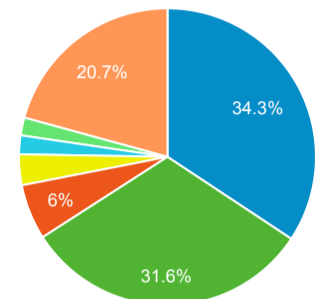
Page Title	Pageviews	Bounce Rate
Homepage CISA	70,008	54.33%
Rumor Control CISA	52,945	83.00%
Critical Infrastructure Sectors CISA	43,176	51.71%
Stop Ransomware CISA	31,539	53.72%
Publications Library CISA	28,778	59.64%
CYBERSECURITY CISA	19,824	54.55%
Bomb-Making Materials Awareness Program (BMAP) CISA	16,906	74.04%
Cybersecurity Workforce Training Guide CISA	14,619	40.39%
National Council of Statewide Interoperability Coordinators CISA	12,829	57.24%
Cybersecurity Training & Exercises CISA	12,500	51.73%

Visits by Social Network

Social Network	Sessions
(not set)	440,052
YouTube	34,436
LinkedIn	10,497
Twitter	9,724
Facebook	4,232
reddit	116
Vimeo	106
Instagram Stories	59
Instagram	49
Blogger	46

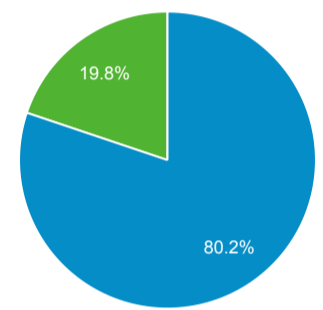
Visits By Source

google (direct) youtube.com bing
linkedin.com t.co Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Visits to CISA.gov

499,422
% of Total: 100.00% (499,422)



Pageviews

1,039,825
% of Total: 100.00% (1,039,825)



Unique Pageviews

830,552
% of Total: 100.00% (830,552)



Total External Searches

195,575
% of Total: 39.16% (499,422)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	118,783
bing / organic	10,659
duckduckgo / organic	3,484
yahoo / organic	1,384
baidu / organic	379
ecosia.org / organic	126
qwant.com / organic	41
naver / organic	40
yandex / organic	12
sogou / organic	10

Top External Searches (Google - as reported)

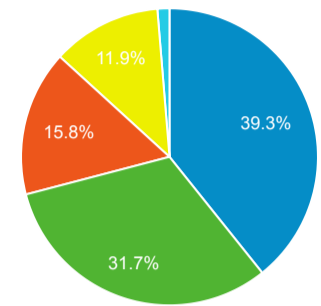
Page Title	Sessions
Homepage CISA	18,008
Bomb-Making Materials Awareness Program (BMA P) CISA	12,013
Critical Infrastructure Sectors CISA	9,873
Stop Ransomware CISA	6,610
What to Do - Bomb Threat CISA	5,830
Cybersecurity Awareness Month CISA	5,718
CYBERSECURITY CISA	2,907
Federal Information Security Modernization Act CI SA	2,890
Cybersecurity Training & Exercises CISA	2,631
About NCSWIC CISA	2,585

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	2,034
Critical Infrastructure Sectors CISA	706
Cybersecurity Awareness Month CISA	551
Cybersecurity Training & Exercises CISA	454
Rumor Control CISA	442
Federal Information Security Modernization Act CI SA	367
Stop Ransomware CISA	353
CYBERSECURITY CISA	280
ABOUT CISA CISA	262
Traffic Light Protocol (TLP) Definitions and Usage CISA	241

User Acquisition Channel

Organic Search Direct Referral
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	130,912
google	128,564
youtube.com/	25,074
bing	11,990
linkedin.com/	7,470
t.co/	5,265
search.us-cert.gov/	4,984
travel.state.gov/	3,906
duckduckgo	3,675
SLTTStakeholder	3,629