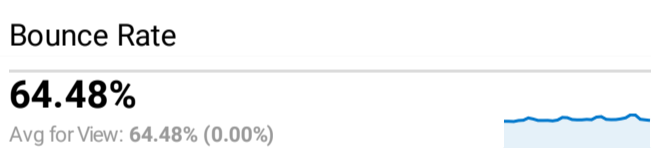
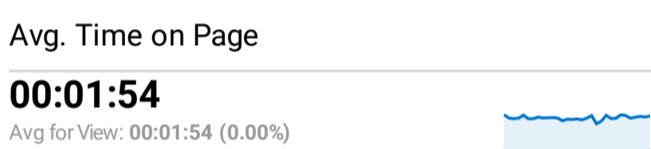
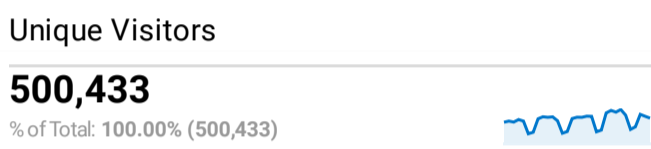
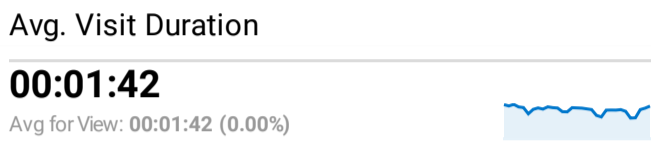


CISA.gov Web Performance Metrics

Aug 1, 2022 - Aug 31, 2022

All Users  
100.00% Sessions



Top Pages

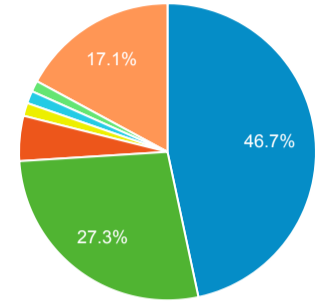
Page Title	Pageviews	Bounce Rate
Homepage   CISA	109,850	54.38%
Known Exploited Vulnerabilities Catalog   CISA	81,944	66.70%
CYBERSECURITY   CISA	30,636	59.61%
Schools   CISA	20,947	85.65%
Bomb-Making Materials Awareness Program (BMA P)   CISA	20,227	77.84%
Site Search   CISA	19,191	46.01%
Rumor Control   CISA	18,682	81.44%
Active Shooter Preparedness   CISA	17,969	46.38%
Critical Infrastructure Sectors   CISA	17,365	57.96%
Cybersecurity Awareness Month   CISA	16,569	72.86%

Visits by Social Network

Social Network	Sessions
(not set)	650,363
YouTube	10,909
LinkedIn	6,858
Twitter	5,452
Facebook	2,493
reddit	544
Instagram	79
Blogger	41
Hacker News	22
Instagram Stories	19

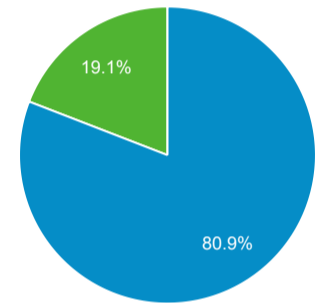
Visits By Source

google (direct) bing  
public.govdelivery.com dhs.gov  
youtube.com Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Aug 1, 2022 - Aug 31, 2022

All Users  
100.00% Sessions

Visits to CISA.gov

**676,893**  
% of Total: 100.00% (676,893)



Pageviews

**1,270,142**  
% of Total: 100.00% (1,270,142)



Unique Pageviews

**1,011,910**  
% of Total: 100.00% (1,011,910)



Total External Searches

**333,103**  
% of Total: 49.21% (676,893)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	208,216
bing / organic	16,998
duckduckgo / organic	3,574
yahoo / organic	1,717
baidu / organic	214
ecosia.org / organic	189
naver / organic	28
qwant.com / organic	24
sogou / organic	17
yandex / organic	8

Top External Searches (Google - as reported)

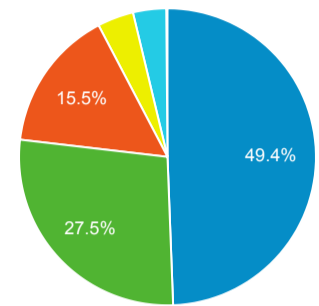
Page Title	Sessions
Homepage   CISA	22,637
Known Exploited Vulnerabilities Catalog   CISA	16,457
Schools   CISA	16,118
Bomb-Making Materials Awareness Program (BMA P)   CISA	13,462
K-12 School Security Guide   CISA	8,146
Cybersecurity Awareness Month   CISA	7,812
What to Do - Bomb Threat   CISA	6,408
Critical Infrastructure Sectors   CISA	6,135
CYBERSECURITY   CISA	6,090
Report   CISA	4,865

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage   CISA	3,789
Known Exploited Vulnerabilities Catalog   CISA	2,146
Cybersecurity Awareness Month   CISA	870
Cybersecurity Training & Exercises   CISA	805
Critical Infrastructure Sectors   CISA	709
Active Shooter Preparedness   CISA	679
CYBERSECURITY   CISA	586
Federal Information Security Modernization Act   CISA	519
Traffic Light Protocol (TLP) Definitions and Usage   CISA	446
Software Bill of Materials   CISA	398

User Acquisition Channel

Organic Search Direct Referral  
Social Paid Search Other



Top Referrers

Full Referrer	Users
google	256,761
(direct)	143,049
bing	19,786
youtube.com/	7,152
dhs.gov/	6,924
cdc.gov/	6,747
linkedin.com/	5,370
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_s uccess	4,374
duckduckgo	3,903
t.co/	3,072