

CISA.gov Web Performance Metrics

Dec 1, 2021 - Dec 31, 2021

All Users  
100.00% Sessions

**Total Visits**  
**542,190**  
% of Total: 100.00% (542,190)

**Avg. Visit Duration**  
**00:01:37**  
Avg for View: 00:01:37 (0.00%)

**Pageviews**  
**1,006,269**  
% of Total: 100.00% (1,006,269)

**Unique Visitors**  
**396,273**  
% of Total: 100.00% (396,273)

**Avg. Pages / Visit**  
**1.86**  
Avg for View: 1.86 (0.00%)

**Avg. Time on Page**  
**00:01:51**  
Avg for View: 00:01:51 (0.00%)

**Bounce Rate**  
**65.27%**  
Avg for View: 65.27% (0.00%)

Top Pages

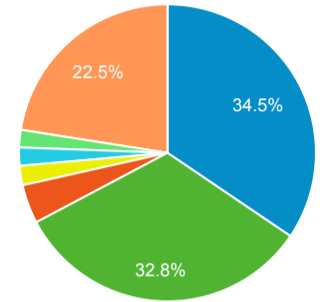
Page Title	Pageviews	Bounce Rate
Homepage   CISA	106,116	55.78%
Statement from CISA Director Easterly on "Log4j" Vulnerability   CISA	74,405	89.12%
Known Exploited Vulnerabilities Catalog   CISA	43,699	67.33%
Emergency Directive 22-02   CISA	43,563	79.41%
CYBERSECURITY   CISA	23,992	54.32%
Rumor Control   CISA	22,269	84.11%
Publications Library   CISA	21,709	52.91%
Bomb-Making Materials Awareness Program (BMAP)   CISA	19,014	77.63%
Critical Infrastructure Sectors   CISA	14,564	58.06%
Stop Ransomware   CISA	13,456	56.20%

Visits by Social Network

Social Network	Sessions
(not set)	500,365
YouTube	13,295
Twitter	10,361
LinkedIn	9,643
Hacker News	5,123
Facebook	2,695
reddit	366
Instagram	55
cocolog	43
Vimeo	43

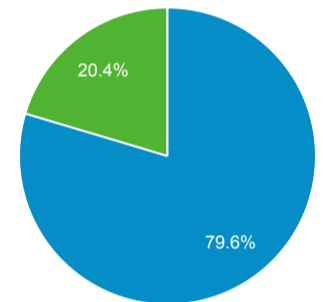
Visits By Source

google (direct) bing youtube.com search.us-cert.gov t.co Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Dec 1, 2021 - Dec 31, 2021

All Users  
100.00% Sessions

Visits to CISA.gov

**542,190**  
% of Total: 100.00% (542,190)



Pageviews

**1,006,269**  
% of Total: 100.00% (1,006,269)



Unique Pageviews

**809,398**  
% of Total: 100.00% (809,398)



Total External Searches

**219,248**  
% of Total: 40.44% (542,190)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	128,229
bing / organic	14,728
duckduckgo / organic	4,982
yahoo / organic	1,610
baidu / organic	264
ecosia.org / organic	191
qwant.com / organic	41
yandex / organic	12
naver / organic	8
sogou / organic	4

Top External Searches (Google - as reported)

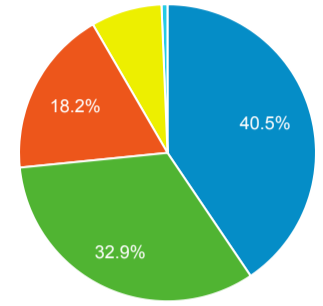
Page Title	Sessions
Homepage   CISA	26,450
Bomb-Making Materials Awareness Program (BMA P)   CISA	13,806
Statement from CISA Director Easterly on "Log4j" Vulnerability   CISA	10,130
What to Do - Bomb Threat   CISA	6,690
Critical Infrastructure Sectors   CISA	5,834
Known Exploited Vulnerabilities Catalog   CISA	5,477
Stop Ransomware   CISA	4,891
Emergency Directive 22-02   CISA	4,233
CYBERSECURITY   CISA	4,110
Traffic Light Protocol (TLP) Definitions and Usage   CISA	2,903

Top External Searches (Bing - as reported)

Page Title	Sessions
Statement from CISA Director Easterly on "Log4j" Vulnerability   CISA	4,542
Homepage   CISA	3,450
Emergency Directive 22-02   CISA	755
Known Exploited Vulnerabilities Catalog   CISA	660
Critical Infrastructure Sectors   CISA	509
Cybersecurity Training & Exercises   CISA	382
Federal Information Security Modernization Act   CISA	346
CYBERSECURITY   CISA	320
Traffic Light Protocol (TLP) Definitions and Usage   CISA	315
What to Do - Bomb Threat   CISA	219

User Acquisition Channel

Organic Search Direct Referral  
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	145,077
google	138,174
bing	16,461
youtube.com/	10,224
t.co/	6,482
search.us-cert.gov/	6,325
linkedin.com/	6,258
duckduckgo	5,221
news.ycombinator.com/	4,926
dhs.gov/	4,022