

CISA.gov Web Performance Metrics

Dec 1, 2022 - Dec 31, 2022

All Users
100.00% Sessions

Total Visits
663,063
% of Total: 100.00% (663,063)

Avg. Visit Duration
00:01:27
Avg for View: 00:01:27 (0.00%)

Pageviews
1,200,052
% of Total: 100.00% (1,200,052)

Unique Visitors
525,277
% of Total: 100.00% (525,277)

Avg. Pages / Visit
1.81
Avg for View: 1.81 (0.00%)

Avg. Time on Page
00:01:46
Avg for View: 00:01:46 (0.00%)

Bounce Rate
68.49%
Avg for View: 68.49% (0.00%)

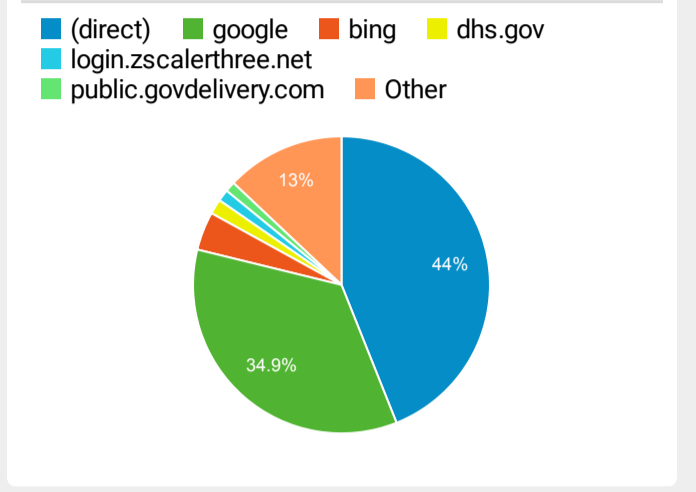
Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	223,478	85.78%
Known Exploited Vulnerabilities Catalog CISA	65,208	69.47%
Phishing Infographic CISA	30,525	11.37%
CYBERSECURITY CISA	24,329	57.20%
Bomb-Making Materials Awareness Program (B MAP) CISA	17,647	80.04%
Critical Infrastructure Sectors CISA	16,084	59.14%
Site Search CISA	15,620	49.03%
What to Do - Bomb Threat CISA	11,915	63.36%
Cybersecurity Training & Exercises CISA	11,603	54.52%
ABOUT CISA CISA	11,164	60.93%

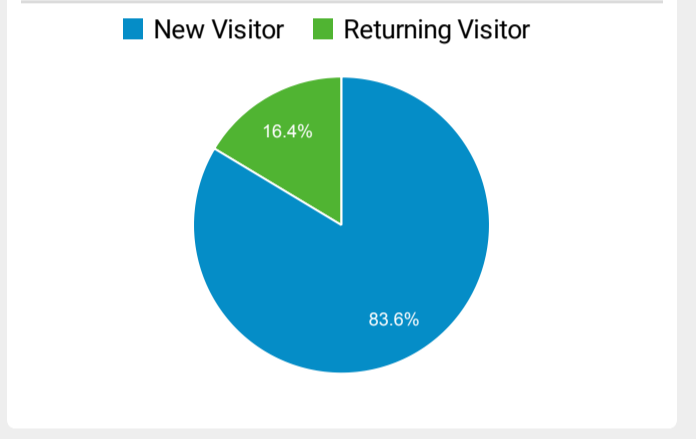
Visits by Social Network

Social Network	Sessions
(not set)	650,998
Twitter	6,356
LinkedIn	3,099
Facebook	1,520
reddit	403
YouTube	288
Hacker News	81
Instagram	58
cocolog	53
Blogger	49

Visits By Source



New vs. Returned Visitors



CISA.gov Search Performance Metrics

Dec 1, 2022 - Dec 31, 2022

All Users
100.00% Sessions

Visits to CISA.gov
663,063
% of Total: 100.00% (663,063)

Pageviews
1,200,052
% of Total: 100.00% (1,200,052)

Unique Pageviews
1,023,233
% of Total: 100.00% (1,023,233)

Total External Searches
267,173
% of Total: 40.29% (663,063)

Search Source and Medium

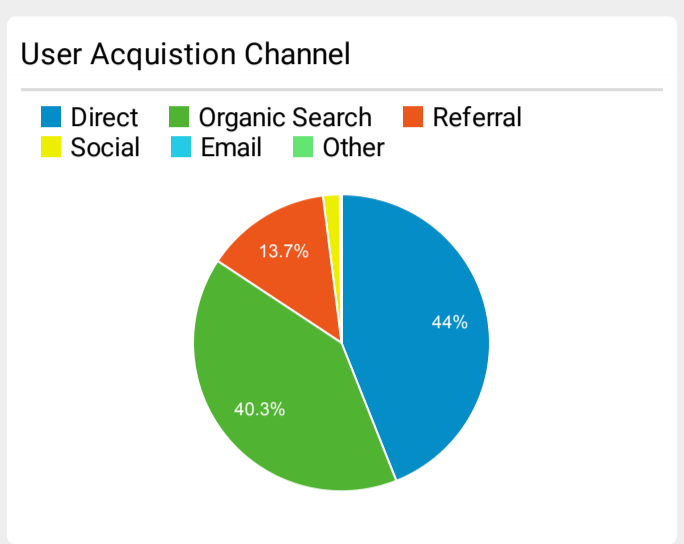
Source / Medium	Organic Searches
google / organic	154,918
bing / organic	14,218
duckduckgo / organic	3,486
yahoo / organic	1,677
baidu / organic	243
ecosia.org / organic	183
naver / organic	46
qwant.com / organic	46
sogou / organic	20
yandex / organic	18

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage CISA	22,655
Known Exploited Vulnerabilities Catalog CISA	15,616
Bomb-Making Materials Awareness Program (BMA P) CISA	13,072
What to Do - Bomb Threat CISA	7,447
Critical Infrastructure Sectors CISA	6,161
CYBERSECURITY CISA	5,249
4 Things You Can Do To Keep Yourself Cyber Safe CISA	4,209
Software Bill of Materials CISA	3,551
Stop Ransomware CISA	3,470
Shields Up CISA	3,363

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	2,968
Known Exploited Vulnerabilities Catalog CISA	1,715
Critical Infrastructure Sectors CISA	707
Cybersecurity Training & Exercises CISA	544
CYBERSECURITY CISA	526
Phishing Infographic CISA	525
Federal Information Security Modernization Act CISA	455
Traffic Light Protocol (TLP) Definitions and Usage CISA	394
ABOUT CISA CISA	348
Cyber Incident Response CISA	334



Top Referrers

Full Referrer	Users
(direct)	258,771
google	175,681
bing	17,538
dhs.gov/	8,907
login.zscalerthree.net/	8,382
t.co/	4,524
duckduckgo	3,836
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_success	3,443
cyber.dhs.gov/	2,804
linkedin.com/	2,599