

CISA.gov Web Performance Metrics

Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Sessions

Total Visits

183,161

% of Total: 100.00% (183,161)



Avg. Visit Duration

00:02:20

Avg for View: 00:02:20 (0.00%)



Pageviews

439,042

% of Total: 100.00% (439,042)



Unique Visitors

135,148

% of Total: 100.00% (135,148)



Avg. Pages / Visit

2.40

Avg for View: 2.40 (0.00%)



Avg. Time on Page

00:01:39

Avg for View: 00:01:39 (0.00%)



Bounce Rate

52.51%

Avg for View: 52.51% (0.00%)



Top Pages

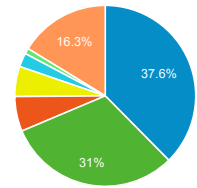
Page Title	Pageviews	Bounce Rate
Homepage CISA	30,391	50.10%
Active Shooter Preparedness CISA	14,841	42.37%
Critical Infrastructure Sectors CISA	12,286	52.44%
Publications Library CISA	11,696	40.65%
Options for Consideration Active Shooter Preparedness Video CISA	11,042	72.42%
CYBERSECURITY CISA	8,724	51.06%
Bomb-Making Materials Awareness Program (BMAP) CISA	8,192	68.68%
ABOUT CISA CISA	8,141	58.79%
What to Do - Bomb Threat CISA	6,671	61.18%
INFRASTRUCTURE SECURITY CISA	5,838	48.52%

Visits by Social Network

Social Network	Sessions
Facebook	1,074
Twitter	805
LinkedIn	542
YouTube	128
Blogger	29
reddit	6
Instagram	5
CrackBerry Forums	2
Diigo	2
Pocket	2

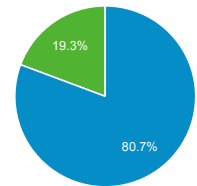
Visits By Source

google (direct) bing
dhs.gov search.us-cert.gov
us-cert.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Sessions

Visits to CISA.gov

183,161

% of Total: 100.00% (183,161)



Pageviews

439,042

% of Total: 100.00% (439,042)



Unique Pageviews

339,169

% of Total: 100.00% (339,169)



Total External Searches

83,314

% of Total: 45.49% (83,314)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	50,034
bing / organic	9,154
yahoo / organic	1,171
duckduckgo / organic	998
ecosia.org / organic	96
baidu / organic	43
ask / organic	37
naver / organic	3
sogou / organic	3
seznam / organic	2

Top External Searches (Google - as reported)

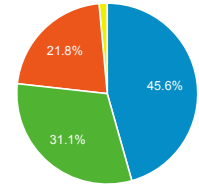
Page Title	Sessions
Homepage CISA	8,405
Bomb-Making Materials Awareness Program (BMAP) CISA	4,050
Critical Infrastructure Sectors CISA	4,026
What to Do - Bomb Threat CISA	3,126
Active Shooter Preparedness CISA	2,589
ABOUT CISA CISA	1,505
National Cybersecurity Awareness Month (NCSAM) CISA	1,391
Federal Information Security Modernization Act CISA	1,143
Combating Cyber Crime CISA	911
CDM CISA	887

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	1,286
Active Shooter Preparedness CISA	492
Critical Infrastructure Sectors CISA	479
Cybersecurity Training & Exercises CISA	351
What to Do - Bomb Threat CISA	289
Federal Information Security Modernization Act CISA	263
Chemical Facility Anti-Terrorism Standards CISA	228
Combating Cyber Crime CISA	189
CDM CISA	180
DHS Bomb Threat Checklist CISA	178

User Acquisition Channel

■ Organic Search
 ■ Direct
 ■ Referral
 ■ Social
 ■ Email



Top Referrers

Full Referrer	Users
google	52,035
(direct)	48,669
bing	7,858
dhs.gov/topic/cybersecurity	1,891
search.us-cert.gov/	1,840
yahoo	1,201
dhs.gov/topic/critical-infrastructure-security	1,035
duckduckgo	1,021
Inks.gd/	972
search.us-cert.gov/search	970