

CISA.gov Web Performance Metrics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Total Visits
745,691
% of Total: 100.00% (745,691)

Avg. Visit Duration
00:01:16
Avg for View: 00:01:16 (0.00%)

Pageviews
1,341,624
% of Total: 100.00% (1,341,624)

Unique Visitors
626,761
% of Total: 100.00% (626,761)

Avg. Pages / Visit
1.80
Avg for View: 1.80 (0.00%)

Avg. Time on Page
00:01:35
Avg for View: 00:01:35 (0.00%)

Bounce Rate
65.50%
Avg for View: 65.50% (0.00%)

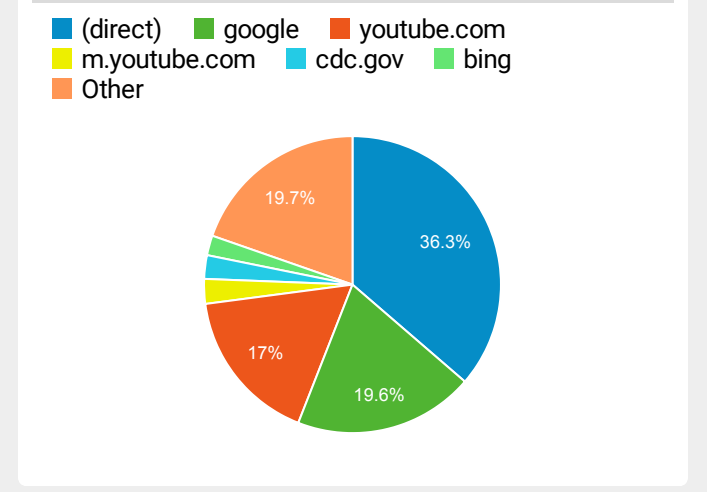
Top Pages

Page Title	Pageviews	Bounce Rate
Rumor Control CISA	219,823	84.77%
Homepage CISA	92,980	53.67%
Guidance on the Essential Critical Infrastructure Workforce CISA	49,190	44.30%
Identifying Critical Infrastructure During COVID-19 CISA	42,525	45.88%
Critical Infrastructure Sectors CISA	38,617	61.15%
Publications Library CISA	30,991	57.97%
National Council of Statewide Interoperability Coordinators CISA	29,215	52.37%
CISA Takes the Next Step in Advancing Emergency Communications Next Generation Priority Services CISA	25,144	88.94%
Ransomware CISA	19,478	64.53%
Food and Agriculture Sector CISA	17,476	55.00%

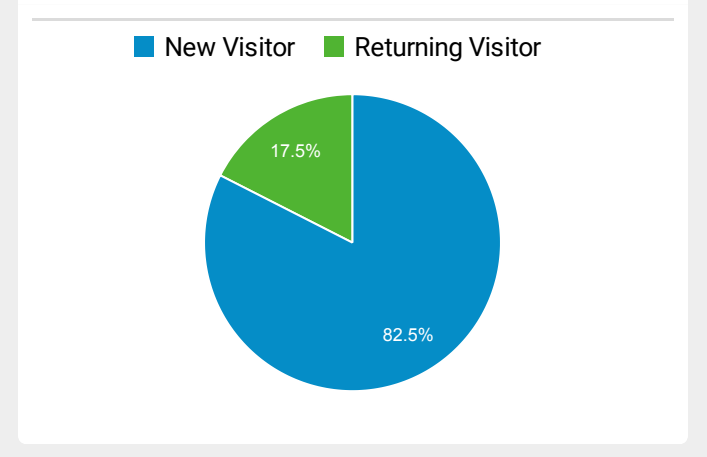
Visits by Social Network

Social Network	Sessions
(not set)	583,065
YouTube	146,648
Facebook	7,435
Twitter	5,083
LinkedIn	2,688
Hacker News	191
Vkontakte	93
reddit	77
Scribd	73
Instagram	52

Visits By Source



New vs. Returned Visitors



CISA.gov Search Performance Metrics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Visits to CISA.gov

745,691
% of Total: 100.00% (745,691)



Pageviews

1,341,624
% of Total: 100.00% (1,341,624)



Unique Pageviews

1,088,648
% of Total: 100.00% (1,088,648)



Total External Searches

168,414
% of Total: 22.58% (745,691)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	103,740
bing / organic	9,951
duckduckgo / organic	2,732
yahoo / organic	1,383
baidu / organic	158
ecosia.org / organic	156
naver / organic	56
qwant.com / organic	36
ask / organic	7
yandex / organic	5

Top External Searches (Google - as reported)

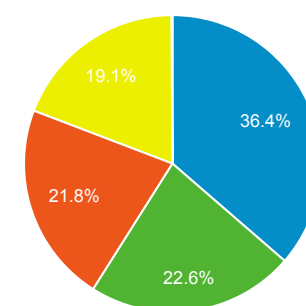
Page Title	Sessions
Homepage CISA	15,875
Critical Infrastructure Sectors CISA	8,266
Bomb-Making Materials Awareness Program (BMAP) CISA	8,128
Guidance on the Essential Critical Infrastructure Workforce CISA	6,888
Identifying Critical Infrastructure During COVID-19 CISA	5,055
What to Do - Bomb Threat CISA	4,066
Ransomware CISA	3,542
Federal Information Security Modernization Act CISA	2,840
ABOUT CISA CISA	2,777
CYBERSECURITY CISA	2,702

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	2,059
Rumor Control CISA	968
Critical Infrastructure Sectors CISA	720
Federal Information Security Modernization Act CISA	365
Cybersecurity Training & Exercises CISA	309
Guidance on the Essential Critical Infrastructure Workforce CISA	277
Identifying Critical Infrastructure During COVID-19 CISA	274
ABOUT CISA CISA	244
Traffic Light Protocol (TLP) Definitions and Usage CISA	214
Chemical Facility Anti-Terrorism Standards CISA	176

User Acquisition Channel

■ Direct
 ■ Organic Search
 ■ Social
 ■ Referral
 ■ Email
 ■ Other



Top Referrers

Full Referrer	Users
(direct)	244,798
google	110,874
youtube.com/	103,336
cdc.gov/	14,689
covidvaccine.mo.gov/	11,653
bing	10,744
m.youtube.com/watch	9,695
lnks.gd/	9,160
m.youtube.com/	7,660
youtube.com/watch	6,909