CISA.gov Web Performance Metrics   Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Total Visits

880,712
% of Total: **100.00% (880,712)**

Avg. Visit Duration

00:01:46
Avg for View: **00:01:46 (0.00%)**

Pageviews

1,589,359
% of Total: **100.00% (1,589,359)**

Unique Visitors

640,033
% of Total: **100.00% (640,033)**

Avg. Pages / Visit

1.80
Avg for View: **1.80 (0.00%)**

Avg. Time on Page

00:02:08
Avg for View: **00:02:08 (0.00%)**

Bounce Rate

63.22%
Avg for View: **63.22% (0.00%)**

Top Pages
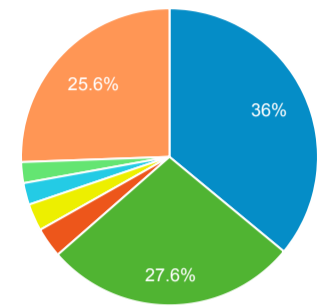
Page Title	Pageviews	Bounce Rate
Shields Up | CISA	191,898	76.46%
Free Cybersecurity Services and Tools | CISA	189,390	65.30%
Homepage | CISA	125,952	50.07%
Known Exploited Vulnerabilities Catalog | CISA	72,938	65.09%
CYBERSECURITY | CISA	36,873	49.82%
Bomb-Making Materials Awareness Program (BMAP) | CISA	24,097	79.03%
Critical Infrastructure Sectors | CISA	23,590	59.86%
Rumor Control | CISA	21,950	83.64%
Cyber Hygiene Services | CISA	21,394	63.52%
MDM | CISA	20,938	60.76%

Visits by Social Network

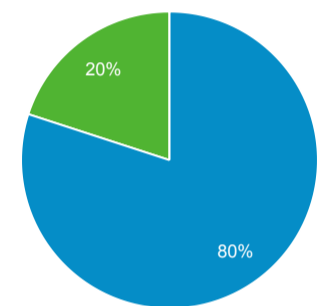| Social Network	Sessions
(not set)	805,635
Twitter	28,855
LinkedIn	18,197
YouTube	13,276
Facebook	10,115
Hacker News	2,422
reddit	1,481
Instagram	145
Hatena Bookmark	117
cocolog	70

Visits By Source

- (direct)
- google
- t.co
- bing
- thehackernews.com
- dhs.gov
- Other

36% (direct), 27.6% google, 25.6% Other

New vs. Returned Visitors

- New Visitor
- Returning Visitor

80% New Visitor, 20% Returning Visitor

CISA.gov Search Performance Metrics

Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Visits to CISA.gov

880,712
% of Total: **100.00% (880,712)**

Pageviews

1,589,359
% of Total: **100.00% (1,589,359)**

Unique Pageviews

1,294,689
% of Total: **100.00% (1,294,689)**

Total External Searches

278,048
% of Total: **31.57% (880,712)**

Search Source and Medium

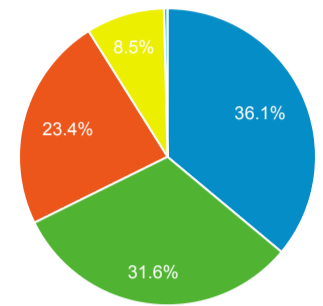| Source / Medium	Organic Searches
google / organic	161,472
bing / organic	14,444
duckduckgo / organic	4,297
yahoo / organic	1,633
baidu / organic	211
ecosia.org / organic	175
qwant.com / organic	56
yandex / organic	15
sogou / organic	10
naver / organic	9

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage	CISA	31,040
Shields Up	CISA	15,989
Bomb-Making Materials Awareness Program (BMAP)	CISA	15,432
Known Exploited Vulnerabilities Catalog	CISA	11,204
Free Cybersecurity Services and Tools	CISA	9,165
What to Do - Bomb Threat	CISA	8,927
Critical Infrastructure Sectors	CISA	8,028
CYBERSECURITY	CISA	5,404
Stop Ransomware	CISA	4,817
Traffic Light Protocol (TLP) Definitions and Usage	CISA	3,927

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage	CISA	3,731
Shields Up	CISA	1,976
Known Exploited Vulnerabilities Catalog	CISA	1,220
Critical Infrastructure Sectors	CISA	720
Free Cybersecurity Services and Tools	CISA	684
CYBERSECURITY	CISA	531
Cybersecurity Training & Exercises	CISA	476
Federal Information Security Modernization Act	CISA	411
ABOUT CISA	CISA	402
Traffic Light Protocol (TLP) Definitions and Usage	CISA	364

User Acquistion Channel

Legend: Direct, Organic Search, Referral, Social, Email, Other

Direct 36.1%
Organic Search 31.6%
Referral 23.4%
Social 8.5%

Top Referrers

Full Referrer	Users
(direct)	254,610
google	172,515
t.co/	19,876
bing	16,505
dhs.gov/	15,924
linkedin.com/	11,726
amp-thehackernews-com.cdn.ampproject.org/v/s/amp.thehackernews.com/thn/2022/02/us-cybersecurity-agency-publishes-list.html	10,608
thehackernews.com/2022/02/us-cybersecurity-agency-publishes-list.html	10,493
youtube.com/	10,242
search.us-cert.gov/	8,650