

CISA.gov Web Performance Metrics

Feb 1, 2023 - Feb 23, 2023

All Users
100.00% Sessions

Total Visits
578,557
% of Total: 100.00% (578,557)

Avg. Visit Duration
00:01:34
Avg for View: 00:01:34 (0.00%)

Pageviews
1,085,631
% of Total: 100.00% (1,085,631)

Unique Visitors
431,148
% of Total: 100.00% (431,148)

Avg. Pages / Visit
1.88
Avg for View: 1.88 (0.00%)

Avg. Time on Page
00:01:45
Avg for View: 00:01:45 (0.00%)

Bounce Rate
67.77%
Avg for View: 67.77% (0.00%)

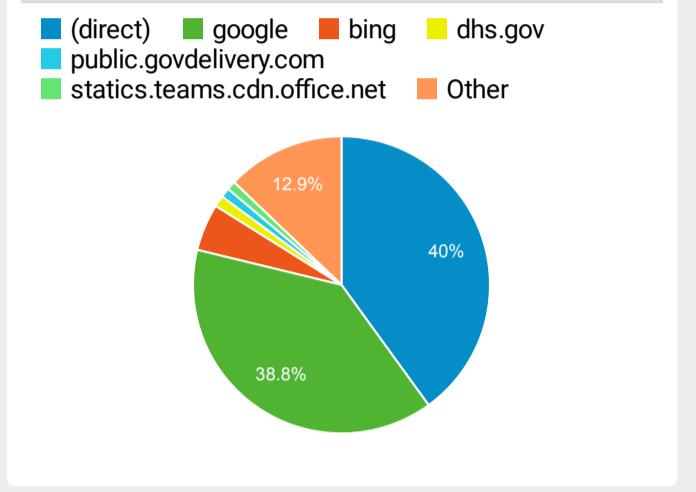
Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	170,837	82.84%
Known Exploited Vulnerabilities Catalog CISA	64,360	68.76%
CYBERSECURITY CISA	24,865	56.15%
Site Search CISA	17,074	48.72%
Critical Infrastructure Sectors CISA	15,119	58.83%
Bomb-Making Materials Awareness Program (B MAP) CISA	13,915	80.71%
Active Shooter Preparedness CISA	12,030	48.87%
What to Do - Bomb Threat CISA	11,185	63.03%
Stop Ransomware CISA	10,482	57.25%
Cybersecurity Training & Exercises CISA	10,464	55.61%

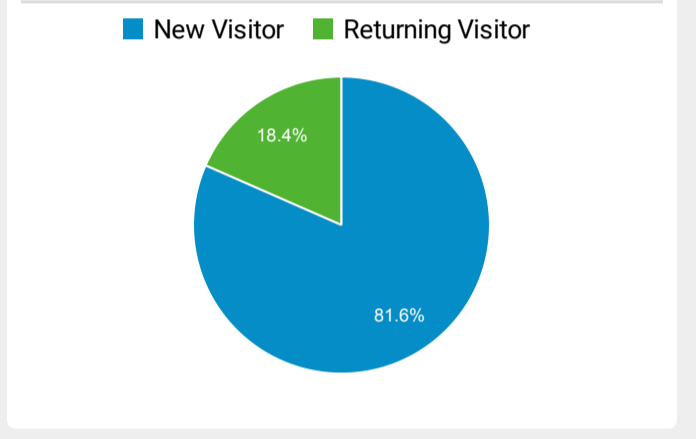
Visits by Social Network

Social Network	Sessions
(not set)	571,851
LinkedIn	2,313
Twitter	2,129
Facebook	1,364
reddit	401
YouTube	293
Instagram Stories	48
Pinterest	37
Instagram	26
LiveJournal	15

Visits By Source



New vs. Returned Visitors



CISA.gov Search Performance Metrics

Feb 1, 2023 - Feb 23, 2023

All Users
100.00% Sessions

Visits to CISA.gov
578,557
% of Total: 100.00% (578,557)

Pageviews
1,085,631
% of Total: 100.00% (1,085,631)

Unique Pageviews
929,773
% of Total: 100.00% (929,773)

Total External Searches
261,610
% of Total: 45.22% (578,557)

Search Source and Medium

Source / Medium	Organic Searches
google / organic	152,140
bing / organic	15,413
duckduckgo / organic	3,097
yahoo / organic	1,790
ecosia.org / organic	180
baidu / organic	171
qwant.com / organic	38
naver / organic	25
yandex / organic	24
sogou / organic	13

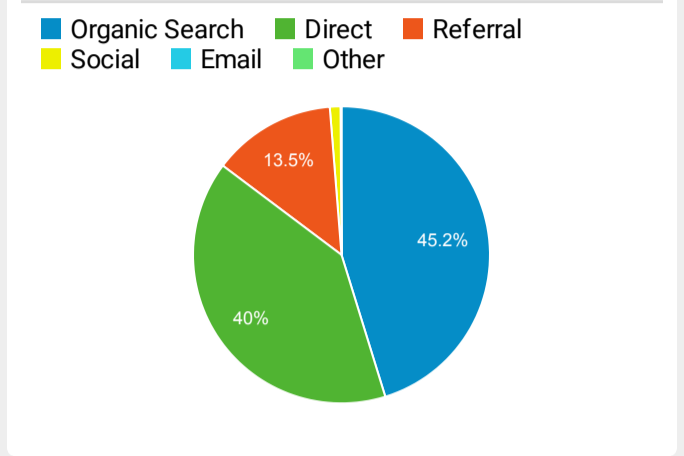
Top External Searches (Google - as reported)

Page Title	Sessions
Homepage CISA	20,735
Known Exploited Vulnerabilities Catalog CISA	15,831
Bomb-Making Materials Awareness Program (BMA P) CISA	10,393
What to Do - Bomb Threat CISA	6,850
Critical Infrastructure Sectors CISA	5,721
CYBERSECURITY CISA	5,238
4 Things You Can Do To Keep Yourself Cyber Safe CISA	3,797
Software Bill of Materials CISA	3,461
Stop Ransomware CISA	3,358
Active Shooter Preparedness CISA	3,338

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	3,105
Known Exploited Vulnerabilities Catalog CISA	1,880
Critical Infrastructure Sectors CISA	870
Federal Information Security Modernization Act CISA	555
CYBERSECURITY CISA	541
Active Shooter Preparedness CISA	537
CISA Tabletop Exercise Packages CISA	399
Traffic Light Protocol (TLP) Definitions and Usage CISA	376
Software Bill of Materials CISA	362
What to Do - Bomb Threat CISA	352

User Acquisition Channel



Top Referrers

Full Referrer	Users
(direct)	200,094
google	170,485
bing	18,817
dhs.gov/	5,523
login.zscalerthree.net/	3,554
duckduckgo	3,394
statics.teams.cdn.office.net/	3,119
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_success	2,966
cyber.dhs.gov/	2,355
doitalent.ibc.doi.gov/	2,097