

CISA.gov Web Performance Metrics

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Total Visits

260,423

% of Total: 100.00% (260,423)



Avg. Visit Duration

00:02:00

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



Pageviews

576,892

% of Total: 100.00% (576,892)



Unique Visitors

201,168

% of Total: 100.00% (201,168)



Avg. Pages / Visit

2.22

Avg for View: 2.22 (0.00%)



Avg. Time on Page

00:01:37

Avg for View: 00:01:37 (0.00%)



Bounce Rate

55.87%

Avg for View: 55.87% (0.00%)



Top Pages

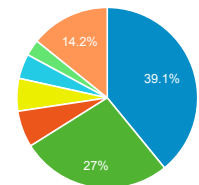
Page Title	Pageviews	Bounce Rate
Homepage CISA	62,535	43.45%
CISA Insights CISA	33,532	69.42%
Active Shooter Preparedness CISA	15,798	40.48%
CYBERSECURITY CISA	13,467	48.04%
Publications Library CISA	13,142	33.33%
Options for Consideration Active Shooter Preparedness Video CISA	12,868	69.44%
Windows Vulnerabilities that Require Immediate Attention CISA	12,066	77.44%
Bomb-Making Materials Awareness Program (BMAP) CISA	11,687	75.85%
Critical Infrastructure Sectors CISA	11,029	53.50%
ABOUT CISA CISA	9,903	65.65%

Visits by Social Network

Social Network	Sessions
Twitter	1,871
Facebook	1,405
LinkedIn	671
YouTube	54
Blogger	30
Scribd	28
reddit	23
Hacker News	18
WordPress	9
Weebly	5

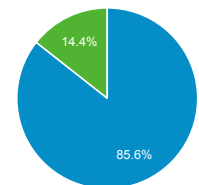
Visits By Source

(direct) google dhs.gov
Inks.gd Bing
search.usa.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Visits to CISA.gov

260,423

% of Total: 100.00% (260,423)



Pageviews

576,892

% of Total: 100.00% (576,892)



Unique Pageviews

457,032

% of Total: 100.00% (457,032)



Total External Searches

84,782

% of Total: 32.56% (260,423)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	55,500
bing / organic	9,572
yahoo / organic	1,161
duckduckgo / organic	1,095
ecosia.org / organic	73
baidu / organic	40
ask / organic	22
yandex / organic	4
goo.ne / organic	2
so.com / organic	2

Top External Searches (Google - as reported)

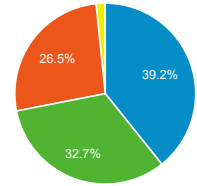
Page Title	Sessions
Homepage CISA	11,523
Bomb-Making Materials Awareness Program (BMAP) CISA	4,903
Critical Infrastructure Sectors CISA	3,541
What to Do - Bomb Threat CISA	3,241
Active Shooter Preparedness CISA	2,911
Options for Consideration Active Shooter Preparedness Video CISA	1,181
ABOUT CISA CISA	1,151
Federal Information Security Modernization Act CISA	1,130
National Cybersecurity Awareness Month (NCSAM) CISA	1,105
Cybersecurity Training & Exercises CISA	1,071

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	1,831
Active Shooter Preparedness CISA	584
Critical Infrastructure Sectors CISA	396
Cybersecurity Training & Exercises CISA	285
What to Do - Bomb Threat CISA	256
Cyber Essentials CISA	197
Chemical Facility Anti-Terrorism Standards CISA	192
Government Emergency Telecommunications Service (GETS) CISA	186
Active Shooter Emergency Action Plan Guide CISA	184
CISA Insights CISA	159

User Acquisition Channel

■ Direct
 ■ Organic Search
 ■ Referral
 ■ Social
 ■ Email



Top Referrers

Full Referrer	Users
(direct)	89,104
google	54,778
Inks.gd/	14,318
bing	8,061
dhs.gov/ntas/advisory/national-terrorism-advisory-system-bulletin-january-4-2020	4,576
search.usa.gov/	3,269
dhs.gov/topic/cybersecurity	2,332
us-cert.gov/ncas/current-activity/2020/01/06/release-new-cisa-insights-increase-d-geopolitical-tensions-and	2,080
search.usa.gov/search	1,802
m.facebook.com/	1,166