CISA.gov Web Performance Metrics   Jan 1, 2021 - Jan 31, 2021
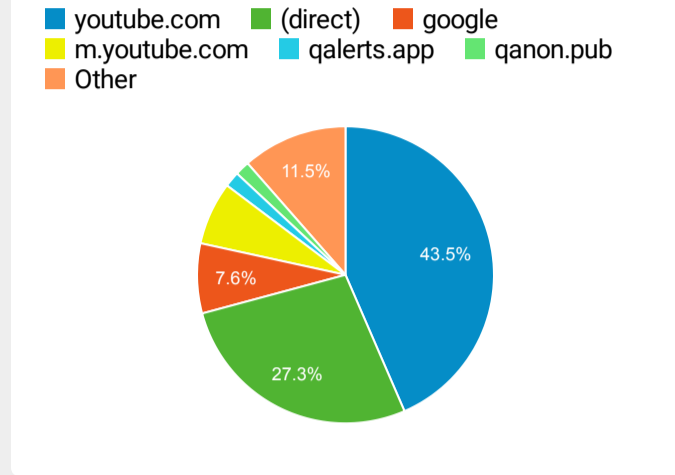
◯ All Users
100.00% Sessions

Total Visits
2,493,366
% of Total: **100.00% (2,493,366)**

Avg. Visit Duration
00:00:47
Avg for View: **00:00:47 (0.00%)**

Pageviews
3,771,171
% of Total: **100.00% (3,771,171)**

Unique Visitors
2,044,157
% of Total: **100.00% (2,044,157)**

Avg. Pages / Visit
1.51
Avg for View: **1.51 (0.00%)**

Avg. Time on Page
00:01:32
Avg for View: **00:01:32 (0.00%)**

Bounce Rate
76.74%
Avg for View: **76.74% (0.00%)**
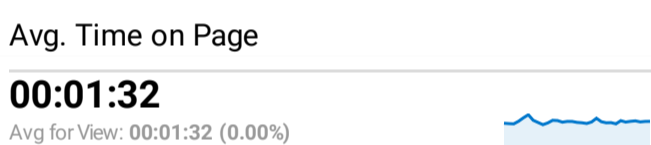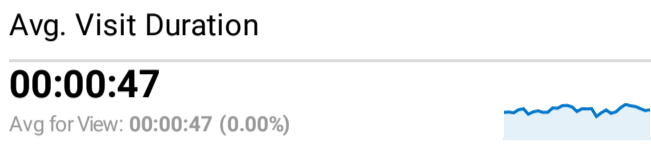
Top Pages

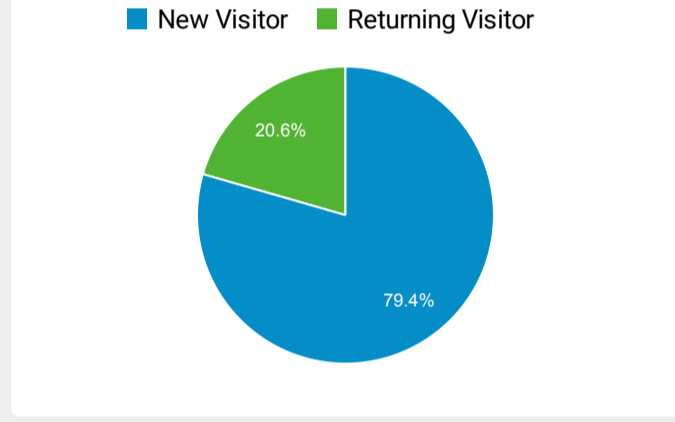| Page Title	Pageviews	Bounce Rate
Rumor Control | CISA	1,948,595	85.08%
National Council of Statewide Interoperability Coordinators | CISA	147,181	52.57%
Homepage | CISA	113,869	56.41%
Publications Library | CISA	73,272	57.74%
Bryan S. Ware | CISA	69,233	59.50%
Guidance on the Essential Critical Infrastructure Workforce | CISA	68,955	45.43%
Identifying Critical Infrastructure During COVID-19 | CISA	62,715	47.11%
Joint Statement by the Federal Bureau of Investigation (FBI), the Cybersecurity and Infrastructure Security Agency (CISA), the Office of the Director of National Intelligence (ODNI), and the National Security Agency (NSA) | CISA	56,194	77.36%
Crossfeed | CISA	46,136	64.61%
Election Risk Profile Tool | CISA	43,946	61.59%

Visits by Social Network

Social Network	Sessions
YouTube	1,255,508
(not set)	1,173,474
Twitter	32,139
Facebook	22,907
LinkedIn	7,217
reddit	774
Scribd	442
Blogger	146
Instagram Stories	133
LiveJournal	129

Visits By Source

Legend: ■ youtube.com ■ (direct) ■ google ■ m.youtube.com ■ qalerts.app ■ qanon.pub ■ Other

Pie chart: 43.5%, 27.3%, 7.6%, 11.5%

New vs. Returned Visitors

Legend: ■ New Visitor ■ Returning Visitor

Pie chart: New Visitor 79.4%, Returning Visitor 20.6%

CISA.gov Search Performance Metrics

Jan 1, 2021 - Jan 31, 2021

All Users
100.00% Sessions

Visits to CISA.gov

2,493,366
% of Total: **100.00% (2,493,366)**

Pageviews

3,771,171
% of Total: **100.00% (3,771,171)**

Unique Pageviews

3,085,749
% of Total: **100.00% (3,085,749)**

Total External Searches

217,657
% of Total: **8.73% (2,493,366)**

Search Source and Medium

Source / Medium	Organic Searches
google / organic	139,203
bing / organic	13,611
duckduckgo / organic	4,392
yahoo / organic	1,515
baidu / organic	197
ecosia.org / organic	135
naver / organic	90
qwant.com / organic	51
yandex / organic	16
sogou / organic	5

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage	CISA	20,202
Guidance on the Essential Critical Infrastructure Workforce	CISA	14,426
Joint Statement from Elections Infrastructure Government Coordinating Council & the Election Infrastructure Sector Coordinating Executive Committees	CISA	12,315
Bomb-Making Materials Awareness Program (BMAP)	CISA	8,294
Critical Infrastructure Sectors	CISA	7,988
Rumor Control	CISA	7,917
Identifying Critical Infrastructure During COVID-19	CISA	6,699
National Council of Statewide Interoperability Coordinators	CISA	5,335
Joint Statement by the Federal Bureau of Investigation (FBI), the Cybersecurity and Infrastructure Security Agency (CISA), the Office of the Director of National Intelligence (ODNI), and the National Security Agency (NSA)	CISA	5,285
What to Do - Bomb Threat	CISA	4,377

Top External Searches (Bing - as reported)

Page Title	Sessions
Rumor Control	CISA	4,568
Homepage	CISA	2,407
Guidance on the Essential Critical Infrastructure Workforce	CISA	557
Critical Infrastructure Sectors	CISA	491
Federal Information Security Modernization Act	CISA	346
Identifying Critical Infrastructure During COVID-19	CISA	271
Cybersecurity Training & Exercises	CISA	261
Supply Chain Compromise	CISA	261
CISA Issues Emergency Directive to Mitigate the Compromise of Solarwinds Orion Network Management Products	CISA	256
Joint Statement by the Federal Bureau of Investigation (FBI), the Cybersecurity and Infrastructure Security Agency (CISA), the Office of the Director of National Intelligence (ODNI), and the National Security Agency (NSA)	CISA	241

User Acquistion Channel

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

Social: 53%
Direct: 27.3%
Referral: 10.9%
Organic Search: 8.7%
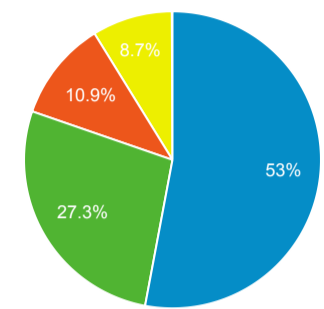
Top Referrers

Full Referrer	Users
youtube.com/	825,800
(direct)	549,882
google	146,827
m.youtube.com/	76,908
m.youtube.com/watch	72,230
youtube.com/mobile	47,776
qalerts.app/	36,343
qanon.pub/	35,110
youtube.com/watch	32,954
t.co/	19,736