

CISA.gov Web Performance Metrics

Jan 1, 2022 - Jan 31, 2022

All Users
100.00% Sessions

Total Visits
478,347
% of Total: 100.00% (478,347)

Avg. Visit Duration
00:01:52
Avg for View: 00:01:52 (0.00%)

Pageviews
965,911
% of Total: 100.00% (965,911)

Unique Visitors
346,869
% of Total: 100.00% (346,869)

Avg. Pages / Visit
2.02
Avg for View: 2.02 (0.00%)

Avg. Time on Page
00:01:48
Avg for View: 00:01:48 (0.00%)

Bounce Rate
60.63%
Avg for View: 60.63% (0.00%)

Top Pages

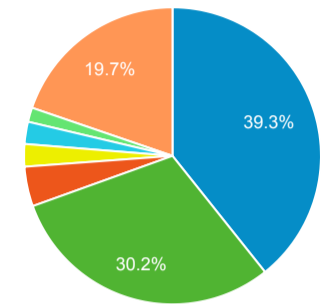
Page Title	Pageviews	Bounce Rate
Homepage CISA	97,504	54.80%
Known Exploited Vulnerabilities Catalog CISA	53,526	64.02%
CYBERSECURITY CISA	26,395	55.33%
Rumor Control CISA	23,856	84.52%
Bomb-Making Materials Awareness Program (BMA P) CISA	23,540	77.53%
Critical Infrastructure Sectors CISA	18,584	58.37%
Publications Library CISA	17,310	58.36%
Stop Ransomware CISA	14,468	55.32%
CISA Careers CISA	13,659	30.67%
Cybersecurity Training & Exercises CISA	12,682	51.86%

Visits by Social Network

Social Network	Sessions
(not set)	449,236
YouTube	13,847
LinkedIn	5,985
Facebook	4,645
Twitter	4,166
reddit	157
Instagram	54
Instagram Stories	49
Vimeo	40
Hacker News	37

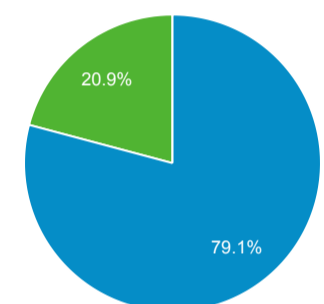
Visits By Source

google (direct) bing youtube.com search.us-cert.gov public.govdelivery.com Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Jan 1, 2022 - Jan 31, 2022

All Users
100.00% Sessions

Visits to CISA.gov

478,347
% of Total: 100.00% (478,347)



Pageviews

965,911
% of Total: 100.00% (965,911)



Unique Pageviews

767,116
% of Total: 100.00% (767,116)



Total External Searches

215,558
% of Total: 45.06% (478,347)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	131,119
bing / organic	12,111
duckduckgo / organic	3,163
yahoo / organic	1,456
baidu / organic	233
ecosia.org / organic	140
qwant.com / organic	42
naver / organic	18
sogou / organic	11
yandex / organic	10

Top External Searches (Google - as reported)

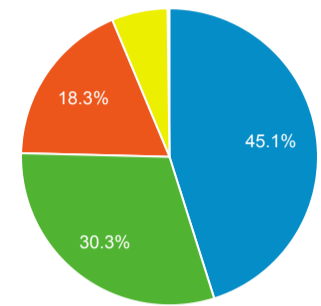
Page Title	Sessions
Homepage CISA	22,665
Bomb-Making Materials Awareness Program (BMA P) CISA	16,786
Known Exploited Vulnerabilities Catalog CISA	7,144
What to Do - Bomb Threat CISA	6,872
Critical Infrastructure Sectors CISA	6,653
Stop Ransomware CISA	4,730
CYBERSECURITY CISA	4,446
Traffic Light Protocol (TLP) Definitions and Usage CISA	2,854
Cybersecurity Training & Exercises CISA	2,528
ABOUT CISA CISA	2,485

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	3,094
Known Exploited Vulnerabilities Catalog CISA	865
Critical Infrastructure Sectors CISA	615
Cybersecurity Training & Exercises CISA	481
Federal Information Security Modernization Act CISA	446
CYBERSECURITY CISA	414
Executive Order on Improving the Nation's Cybersecurity CISA	321
Traffic Light Protocol (TLP) Definitions and Usage CISA	313
Emergency Directive 22-02 CISA	272
Continuous Diagnostics and Mitigation Program CISA	268

User Acquisition Channel

Organic Search Direct Referral
Social Email Other



Top Referrers

Full Referrer	Users
google	140,719
(direct)	115,479
bing	13,674
youtube.com/	10,574
search.us-cert.gov/	6,535
dhs.gov/	4,656
linkedin.com/	3,954
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_success	3,809
duckduckgo	3,360
cdc.gov/	2,843