

CISA.gov Web Performance Metrics

Jan 1, 2023 - Jan 31, 2023

All Users
100.00% Sessions

Total Visits
722,847
% of Total: 100.00% (722,847)

Avg. Visit Duration
00:01:33
Avg for View: 00:01:33 (0.00%)

Pageviews
1,341,792
% of Total: 100.00% (1,341,792)

Unique Visitors
562,415
% of Total: 100.00% (562,415)

Avg. Pages / Visit
1.86
Avg for View: 1.86 (0.00%)

Avg. Time on Page
00:01:47
Avg for View: 00:01:47 (0.00%)

Bounce Rate
68.56%
Avg for View: 68.56% (0.00%)

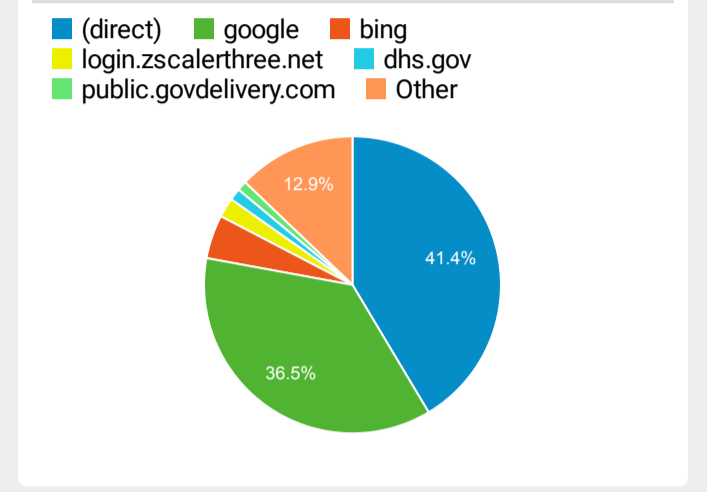
Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	225,220	83.58%
Known Exploited Vulnerabilities Catalog CISA	73,441	69.17%
CYBERSECURITY CISA	29,185	58.44%
Site Search CISA	19,169	49.37%
Bomb-Making Materials Awareness Program (B MAP) CISA	18,585	80.17%
Critical Infrastructure Sectors CISA	17,932	58.04%
Cybersecurity Training & Exercises CISA	14,658	55.36%
Active Shooter Preparedness CISA	13,236	50.94%
CISA Careers CISA	13,085	40.06%
What to Do - Bomb Threat CISA	12,645	65.20%

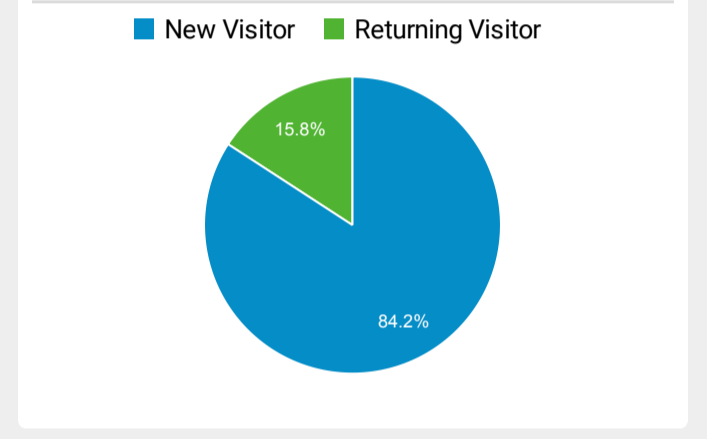
Visits by Social Network

Social Network	Sessions
(not set)	712,605
Twitter	4,066
LinkedIn	3,681
Facebook	1,410
reddit	494
YouTube	309
cocolog	51
Instagram	40
Instagram Stories	31
Hacker News	26

Visits By Source



New vs. Returned Visitors



CISA.gov Search Performance Metrics

Jan 1, 2023 - Jan 31, 2023

All Users
100.00% Sessions

Visits to CISA.gov
722,847
% of Total: 100.00% (722,847)

Pageviews
1,341,792
% of Total: 100.00% (1,341,792)

Unique Pageviews
1,146,986
% of Total: 100.00% (1,146,986)

Total External Searches
306,711
% of Total: 42.43% (722,847)

Search Source and Medium

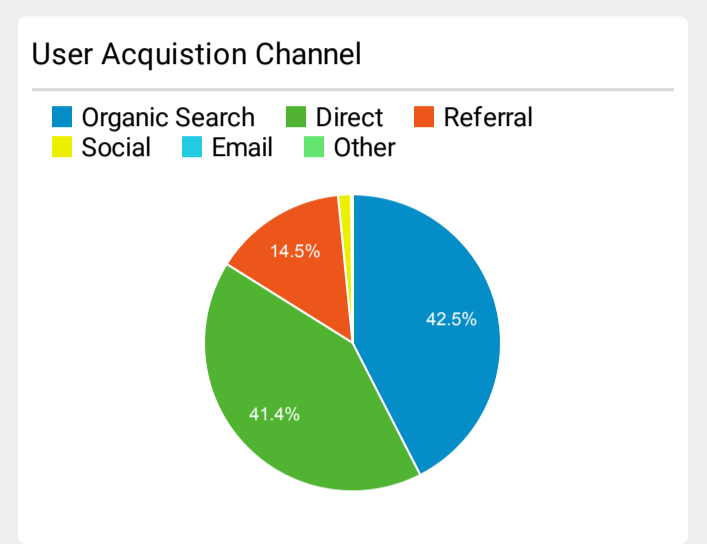
Source / Medium	Organic Searches
google / organic	180,681
bing / organic	18,074
duckduckgo / organic	3,745
yahoo / organic	2,017
ecosia.org / organic	240
baidu / organic	139
qwant.com / organic	50
naver / organic	45
sogou / organic	15
yandex / organic	14

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage CISA	24,772
Known Exploited Vulnerabilities Catalog CISA	17,296
Bomb-Making Materials Awareness Program (BMA P) CISA	13,965
What to Do - Bomb Threat CISA	8,027
Critical Infrastructure Sectors CISA	6,803
CYBERSECURITY CISA	6,290
Software Bill of Materials CISA	4,455
4 Things You Can Do To Keep Yourself Cyber Safe CISA	4,442
Cybersecurity Training & Exercises CISA	4,143
Cyber Interns CISA	3,827

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	3,777
Known Exploited Vulnerabilities Catalog CISA	1,954
Critical Infrastructure Sectors CISA	907
Federal Information Security Modernization Act CISA	728
CYBERSECURITY CISA	635
Cybersecurity Training & Exercises CISA	591
ABOUT CISA CISA	431
CISA Tabletop Exercise Packages CISA	426
Traffic Light Protocol (TLP) Definitions and Usage CISA	419
Active Shooter Preparedness CISA	396



Top Referrers

Full Referrer	Users
(direct)	257,515
google	197,284
bing	21,425
login.zscalerthree.net/	15,271
dhs.gov/	7,344
duckduckgo	4,010
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_s uccess	3,553
statics.teams.cdn.office.net/	3,449
cyber.dhs.gov/	3,121
linkedin.com/	3,063