

CISA.gov Web Performance Metrics

Jul 1, 2021 - Jul 31, 2021

All Users
100.00% Sessions

Total Visits
536,704
% of Total: 100.00% (536,704)

Avg. Visit Duration
00:01:45
Avg for View: 00:01:45 (0.00%)

Pageviews
1,140,638
% of Total: 100.00% (1,140,638)

Unique Visitors
399,587
% of Total: 100.00% (399,587)

Avg. Pages / Visit
2.13
Avg for View: 2.13 (0.00%)

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

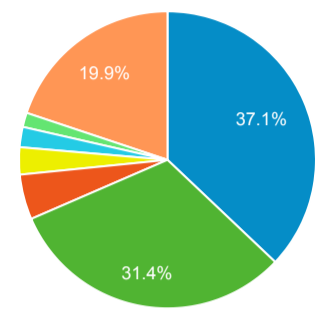
Bounce Rate
58.83%
Avg for View: 58.83% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Stop Ransomware CISA	88,083	49.51%
Homepage CISA	75,448	51.72%
Critical Infrastructure Sectors CISA	53,283	53.05%
Rumor Control CISA	48,235	83.27%
Publications Library CISA	24,732	54.44%
CYBERSECURITY CISA	20,925	51.56%
Bad Practices CISA	19,275	76.92%
Ransomware Guide CISA	18,767	42.42%
Bomb-Making Materials Awareness Program (BMA P) CISA	17,119	73.74%
How Can I Protect Against Ransomware? CISA	16,064	53.60%

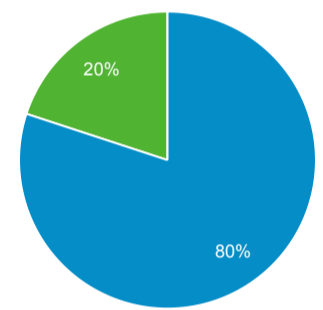
Visits By Source

(direct) google youtube.com bing
t.co search.us-cert.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
(not set)	480,869
YouTube	30,489
Twitter	11,881
LinkedIn	7,511
Facebook	4,709
reddit	775
Vimeo	93
Quora	67
Yammer	58
Blogger	45

CISA.gov Search Performance Metrics

Jul 1, 2021 - Jul 31, 2021

All Users
100.00% Sessions

Visits to CISA.gov

536,704
% of Total: 100.00% (536,704)



Pageviews

1,140,638
% of Total: 100.00% (1,140,638)



Unique Pageviews

908,532
% of Total: 100.00% (908,532)



Total External Searches

192,350
% of Total: 35.84% (536,704)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	115,365
bing / organic	10,025
duckduckgo / organic	3,856
yahoo / organic	1,345
baidu / organic	327
ecosia.org / organic	125
qwant.com / organic	41
naver / organic	33
yandex / organic	20
ask / organic	5

Top External Searches (Google - as reported)

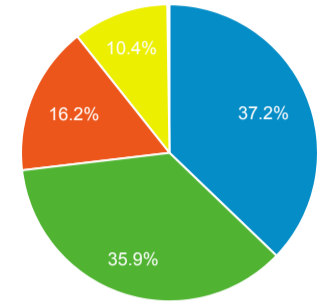
Page Title	Sessions
Homepage CISA	20,615
Bomb-Making Materials Awareness Program (BMAP) CISA	12,471
Critical Infrastructure Sectors CISA	10,824
Stop Ransomware CISA	7,477
Ransomware CISA	5,715
What to Do - Bomb Threat CISA	5,233
CYBERSECURITY CISA	3,208
ABOUT CISA CISA	2,711
Federal Information Security Modernization Act CISA	2,672
Traffic Light Protocol (TLP) Definitions and Usage CISA	2,629

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	2,289
Stop Ransomware CISA	598
Cybersecurity Training & Exercises CISA	431
Rumor Control CISA	412
Critical Infrastructure Sectors CISA	339
Federal Information Security Modernization Act CISA	327
Ransomware CISA	312
CYBERSECURITY CISA	257
Traffic Light Protocol (TLP) Definitions and Usage CISA	244
ABOUT CISA CISA	242

User Acquisition Channel

Direct Organic Search Referral
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	160,651
google	126,161
youtube.com/	22,263
bing	11,261
linkedin.com/	5,243
search.us-cert.gov/	5,132
t.co/	4,892
travel.state.gov/	4,710
dhs.gov/	4,471
duckduckgo	4,024