CISA.gov Web Performance Metrics

Jul 1, 2020 - Jul 31, 2020

All Users
100.00% Sessions

Total Visits

444,083
% of Total: **100.00% (444,083)**

Avg. Visit Duration

00:01:36
Avg for View: **00:01:36 (0.00%)**

Pageviews

948,204
% of Total: **100.00% (948,204)**

Unique Visitors

359,500
% of Total: **100.00% (359,500)**

Avg. Pages / Visit

2.14
Avg for View: **2.14 (0.00%)**

Avg. Time on Page

00:01:24
Avg for View: **00:01:24 (0.00%)**

Bounce Rate

**53.01%**
Avg for View: **53.01% (0.00%)**

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage	CISA	93,982	39.73%
Identifying Critical Infrastructure During COVID-19	CISA	92,799	48.85%
Critical Infrastructure Sectors	CISA	66,567	51.72%
Guidance on the Essential Critical Infrastructure Workforce	CISA	51,547	49.80%
Publications Library	CISA	34,141	68.28%
CISA Website Privacy Policy	CISA	32,777	52.03%
Healthcare and Public Health Sector	CISA	21,048	70.18%
CYBERSECURITY	CISA	12,352	49.12%
Commercial Facilities Sector	CISA	10,396	63.70%
Virtual Hiring Event	CISA	10,186	57.49%

Visits by Social Network

Social Network	Sessions
Facebook	5,774
Twitter	4,490
LinkedIn	3,888
reddit	201
YouTube	98
Naver	73
Instagram	69
Instagram Stories	31
Blogger	24
Yammer	21

Visits By Source

Legend: (direct), google, lnks.gd, cdc.gov, bing, mass.gov, Other

34.7%, 23.3%, 8%, 25%
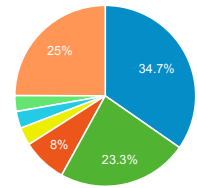
New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

85.1%, 14.9%
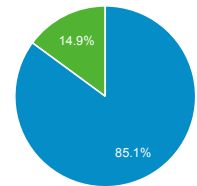
CISA.gov Search Performance Metrics

Jun 1, 2020 - Jun 30, 2020

⬤ All Users
100.00% Sessions

Visits to CISA.gov

276,176
% of Total: **100.00% (276,176)**

Pageviews

589,456
% of Total: **100.00% (589,456)**

Unique Pageviews

463,484
% of Total: **100.00% (463,484)**

Total External Searches

89,445
% of Total: **32.39% (276,176)**

Search Source and Medium

Source / Medium	Organic Searches
google / organic	49,120
bing / organic	11,117
duckduckgo / organic	1,046
yahoo / organic	1,027
ecosia.org / organic	79
baidu / organic	50
ask / organic	31
naver / organic	29
qwant.com / organic	13
lycos / organic	1

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage	CISA	9,430
Critical Infrastructure Sectors	CISA	6,462
Bomb-Making Materials Awareness Program (BMAP)	CISA	5,326
Guidance on the Essential Critical Infrastructure Workforce	CISA	3,867
Identifying Critical Infrastructure During COVID-19	CISA	3,711
ABOUT CISA	CISA	1,904
CDM	CISA	1,128
What to Do - Bomb Threat	CISA	1,095
Cybersecurity Training & Exercises	CISA	836
National Cybersecurity Awareness Month (NCSAM)	CISA	801

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage	CISA	1,413
Guidance on the Essential Critical Infrastructure Workforce	CISA	1,058
Page Not Found	CISA	1,037
Critical Infrastructure Sectors	CISA	1,028
Identifying Critical Infrastructure During COVID-19	CISA	717
Federal Information Security Modernization Act	CISA	248
Cybersecurity Training & Exercises	CISA	198
Coronavirus	CISA	192
Chemical Facility Anti-Terrorism Standards	CISA	177
What to Do - Bomb Threat	CISA	174

User Acquistion Channel

■ Direct ■ Organic Search
■ Referral ■ Social ■ Email

37.1%
32.5%
28.4%
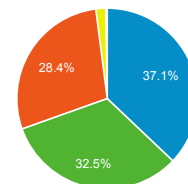
Top Referrers

Full Referrer	Users
(direct)	89,128
google	53,281
bing	10,403
cdc.gov/coronavirus/2019-ncov/community/general-business-faq.html	3,944
lnks.gd/	3,370
choicehotels.com/	3,183
search.us-cert.gov/	2,297
cdc.gov/	1,643
choicehotels.com/support/choice-cares	1,590
wyndhamhotels.com/	1,589

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