**CISA.gov Web Performance Metrics**

Jun 1, 2022 - Jun 30, 2022

**All Users**
100.00% Sessions

## Total Visits
**614,471**
% of Total: **100.00% (614,471)**

## Avg. Visit Duration
**00:01:55**
Avg for View: **00:01:55 (0.00%)**

## Pageviews
**1,229,015**
% of Total: **100.00% (1,229,015)**

## Unique Visitors
**436,010**
% of Total: **100.00% (436,010)**

## Avg. Pages / Visit
**2.00**
Avg for View: **2.00 (0.00%)**

## Avg. Time on Page
**00:01:53**
Avg for View: **00:01:53 (0.00%)**

## Bounce Rate
**60.16%**
Avg for View: **60.16% (0.00%)**

## Top Pages

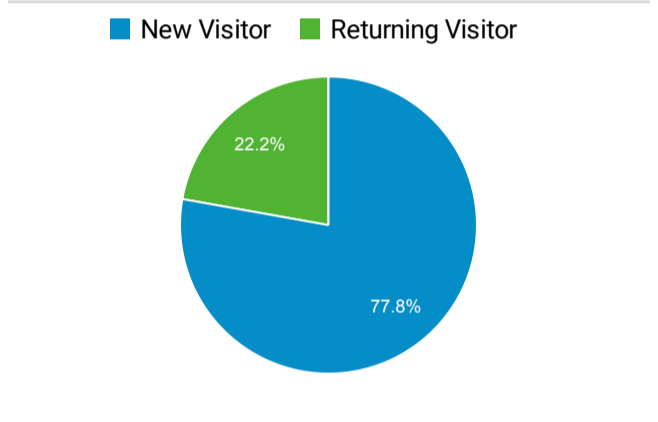| Page Title | Pageviews | Bounce Rate |
|---|---|---|
| Homepage | CISA | 113,886 | 52.82% |
| Known Exploited Vulnerabilities Catalog | CISA | 76,053 | 67.64% |
| Bomb-Making Materials Awareness Program (BMAP) | CISA | 31,033 | 78.77% |
| CYBERSECURITY | CISA | 28,994 | 51.88% |
| Active Shooter Preparedness | CISA | 26,934 | 41.60% |
| Shields Up | CISA | 19,728 | 76.28% |
| Site Search | CISA | 18,513 | 44.78% |
| Rumor Control | CISA | 17,185 | 80.74% |
| Options for Consideration Active Shooter Preparedness Video | CISA | 16,546 | 82.39% |
| CISA Careers | CISA | 16,220 | 36.18% |

## Visits by Social Network

| Social Network | Sessions |
|---|---|
| (not set) | 591,183 |
| YouTube | 9,343 |
| Twitter | 6,094 |
| LinkedIn | 4,198 |
| Facebook | 2,410 |
| reddit | 927 |
| Instagram | 93 |
| cocolog | 41 |
| Blogger | 28 |
| Before It's News | 22 |

## Visits By Source

- google
- (direct)
- bing
- dhs.gov
- public.govdelivery.com
- youtube.com
- Other



37.9%
33.8%
18%
5.3%
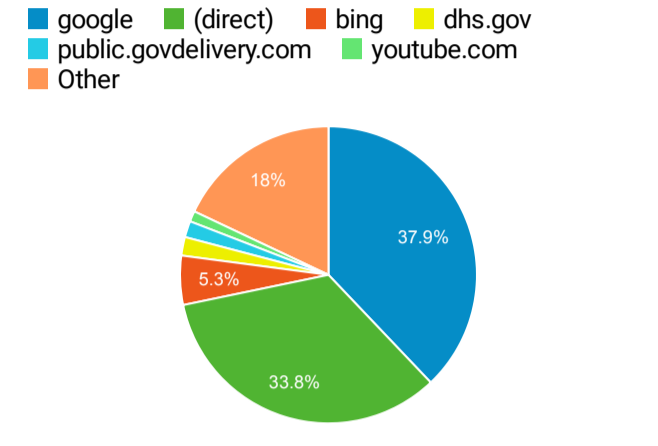
## New vs. Returned Visitors

- New Visitor
- Returning Visitor



77.8%
22.2%

**CISA.gov Search Performance Metrics**

Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Sessions

## Visits to CISA.gov

**614,471**
% of Total: **100.00% (614,471)**

## Pageviews

**1,229,015**
% of Total: **100.00% (1,229,015)**

## Unique Pageviews

**964,845**
% of Total: **100.00% (964,845)**

## Total External Searches

**274,982**
% of Total: **44.75% (614,471)**

## Search Source and Medium

| Source / Medium | Organic Searches |
|---|---|
| google / organic | 151,514 |
| bing / organic | 17,234 |
| duckduckgo / organic | 3,896 |
| yahoo / organic | 1,757 |
| ecosia.org / organic | 223 |
| baidu / organic | 209 |
| qwant.com / organic | 55 |
| naver / organic | 26 |
| daum / organic | 9 |
| yandex / organic | 9 |

## Top External Searches (Google - as reported)

| Page Title | Sessions |
|---|---|
| Homepage \| CISA | 24,794 |
| Bomb-Making Materials Awareness Program (BMAP) \| CISA | 22,334 |
| Known Exploited Vulnerabilities Catalog \| CISA | 15,248 |
| What to Do - Bomb Threat \| CISA | 5,794 |
| Critical Infrastructure Sectors \| CISA | 5,704 |
| Shields Up \| CISA | 4,610 |
| CYBERSECURITY \| CISA | 4,418 |
| Active Shooter Preparedness \| CISA | 4,267 |
| Stop Ransomware \| CISA | 3,212 |
| Traffic Light Protocol (TLP) Definitions and Usage \| CISA | 3,101 |

## Top External Searches (Bing - as reported)

| Page Title | Sessions |
|---|---|
| Homepage \| CISA | 4,257 |
| Known Exploited Vulnerabilities Catalog \| CISA | 2,188 |
| Active Shooter Preparedness \| CISA | 1,371 |
| Critical Infrastructure Sectors \| CISA | 717 |
| Cybersecurity Training & Exercises \| CISA | 704 |
| Active Shooter Emergency Action Plan Guide \| CISA | 602 |
| CYBERSECURITY \| CISA | 555 |
| Shields Up \| CISA | 466 |
| Federal Information Security Modernization Act \| CISA | 465 |
| Software Bill of Materials \| CISA | 427 |

## User Acquistion Channel

Organic Search — Direct — Referral
Social — Email — Other

44.8%
33.9%
17.4%
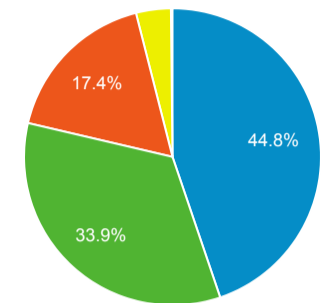
## Top Referrers

| Full Referrer | Users |
|---|---|
| google | 169,197 |
| (direct) | 162,879 |
| bing | 20,528 |
| dhs.gov/ | 9,851 |
| youtube.com/ | 6,540 |
| public.govdelivery.com/accounts/USDHSCISA/subscriber/subscription_success | 4,903 |
| duckduckgo | 4,346 |
| linkedin.com/ | 3,381 |
| cyber.dhs.gov/ | 3,009 |
| t.co/ | 3,004 |