

## CISA.gov Web Performance Metrics

Jun 1, 2020 - Jun 30, 2020

All Users  
100.00% Sessions

### Total Visits

**276,176**

% of Total: 100.00% (276,176)



### Avg. Visit Duration

**00:01:45**

Avg for View: 00:01:45 (0.00%)



### Pageviews

**589,456**

% of Total: 100.00% (589,456)



### Unique Visitors

**213,848**

% of Total: 100.00% (213,848)



### 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

**58.87%**

Avg for View: 58.87% (0.00%)



### Top Pages

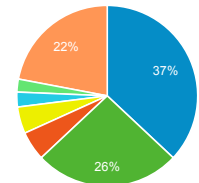
Page Title	Pageviews	Bounce Rate
Identifying Critical Infrastructure During COVID-19   CISA	45,536	55.26%
Guidance on the Essential Critical Infrastructure Workforce   CISA	38,195	62.21%
Homepage   CISA	36,386	52.48%
Critical Infrastructure Sectors   CISA	26,781	57.34%
Publications Library   CISA	21,566	59.72%
CYBERSECURITY   CISA	10,594	53.96%
Healthcare and Public Health Sector   CISA	8,342	70.39%
COVID-19 Disinformation Toolkit   CISA	8,336	47.20%
Bomb-Making Materials Awareness Program (BMAP)   CISA	7,797	79.28%
Coronavirus   CISA	7,785	68.87%

### Visits by Social Network

Social Network	Sessions
Twitter	1,838
Facebook	1,411
LinkedIn	1,303
YouTube	119
reddit	47
Blogger	31
Instagram	21
Naver	14
Yammer	11
Quora	7

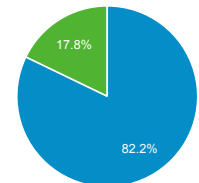
### Visits By Source

(direct) google bing  
cdc.gov dhs.gov  
wyndhamhotels.com Other



### New vs. Returned Visitors

New Visitor Returning Visitor



# 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)

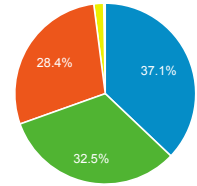
Page Title	Sessions
Homepage   CISA	9,430
Critical Infrastructure Sectors   CISA	6,462
Bomb-Making Materials Awareness Program (BMAP)   CISA	5,326
Guidance on the Essential Critical Infrastructure Workforce   CISA	3,867
Identifying Critical Infrastructure During COVID-19   CISA	3,711
ABOUT CISA   CISA	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 Acquisition Channel

■ Direct
 ■ Organic Search
 ■ Referral
 ■ Social
 ■ Email



## 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
Inks.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