

CISA.gov Web Performance Metrics

Mar 1, 2020 - Mar 31, 2020

All Users
100.00% Sessions

Total Visits

4,670,887

% of Total: 100.00% (4,670,887)



Avg. Visit Duration

00:01:43

Avg for View: 00:01:43 (0.00%)



Pageviews

11,038,138

% of Total: 100.00% (11,038,138)



Unique Visitors

3,807,373

% of Total: 100.00% (3,807,373)



Avg. Pages / Visit

2.36

Avg for View: 2.36 (0.00%)



Avg. Time on Page

00:01:15

Avg for View: 00:01:15 (0.00%)



Bounce Rate

54.98%

Avg for View: 54.98% (0.00%)



Top Pages

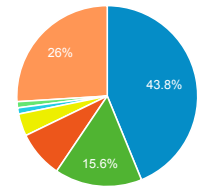
Page Title	Pageviews	Bounce Rate
Identifying Critical Infrastructure During COVID-19 CISA	2,186,593	38.70%
Guidance on the Essential Critical Infrastructure Workforce CISA	2,049,010	74.43%
Critical Infrastructure Sectors CISA	1,152,179	45.13%
Critical Manufacturing Sector CISA	572,708	47.77%
Commercial Facilities Sector CISA	495,258	55.27%
Publications Library CISA	361,749	66.24%
Food and Agriculture Sector CISA	352,711	46.94%
Homepage CISA	324,103	27.69%
Healthcare and Public Health Sector CISA	319,462	57.89%
Transportation Systems Sector CISA	315,269	63.77%

Visits by Social Network

Social Network	Sessions
Facebook	441,783
Twitter	39,099
LinkedIn	7,693
reddit	6,279
Scribd	5,391
YouTube	646
Instagram	282
Yammer	195
Vkontakte	104
Blogger	95

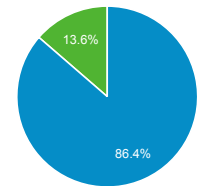
Visits By Source

(direct) google
m.facebook.com covid19.ca.gov cdc.gov
bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Feb 1, 2020 - Feb 29, 2020

 All Users
100.00% Sessions

Visits to CISA.gov

183,161

% of Total: 100.00% (183,161)



Pageviews

439,042

% of Total: 100.00% (439,042)



Unique Pageviews

339,169

% of Total: 100.00% (339,169)



Total External Searches

83,314

% of Total: 45.49% (183,161)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	50,034
bing / organic	9,154
yahoo / organic	1,171
duckduckgo / organic	998
ecosia.org / organic	96
baidu / organic	43
ask / organic	37
naver / organic	3
sogou / organic	3
seznam / organic	2

Top External Searches (Google - as reported)

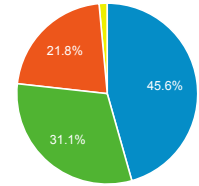
Page Title	Sessions
Homepage CISA	8,405
Bomb-Making Materials Awareness Program (BMAP) CISA	4,050
Critical Infrastructure Sectors CISA	4,026
What to Do - Bomb Threat CISA	3,126
Active Shooter Preparedness CISA	2,589
ABOUT CISA CISA	1,505
National Cybersecurity Awareness Month (NCSAM) CISA	1,391
Federal Information Security Modernization Act CISA	1,143
Combating Cyber Crime CISA	911
CDM CISA	887

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	1,286
Active Shooter Preparedness CISA	492
Critical Infrastructure Sectors CISA	479
Cybersecurity Training & Exercises CISA	351
What to Do - Bomb Threat CISA	289
Federal Information Security Modernization Act CISA	263
Chemical Facility Anti-Terrorism Standards CISA	228
Combating Cyber Crime CISA	189
CDM CISA	180
DHS Bomb Threat Checklist CISA	178

User Acquisition Channel

■ Organic Search
 ■ Direct
 ■ Referral
 ■ Social
 ■ Email



Top Referrers

Full Referrer	Users
google	52,035
(direct)	48,669
bing	7,858
dhs.gov/topic/cybersecurity	1,891
search.us-cert.gov/	1,840
yahoo	1,201
dhs.gov/topic/critical-infrastructure-security	1,035
duckduckgo	1,021
Inks.gd/	972
search.us-cert.gov/search	970