

CISA.gov Web Performance Metrics

Mar 1, 2021 - Mar 31, 2021

All Users
100.00% Sessions

Total Visits
741,916
% of Total: 100.00% (741,916)

Avg. Visit Duration
00:01:26
Avg for View: 00:01:26 (0.00%)

Pageviews
1,421,875
% of Total: 100.00% (1,421,875)

Unique Visitors
595,220
% of Total: 100.00% (595,220)

Avg. Pages / Visit
1.92
Avg for View: 1.92 (0.00%)

Avg. Time on Page
00:01:33
Avg for View: 00:01:33 (0.00%)

Bounce Rate
61.24%
Avg for View: 61.24% (0.00%)

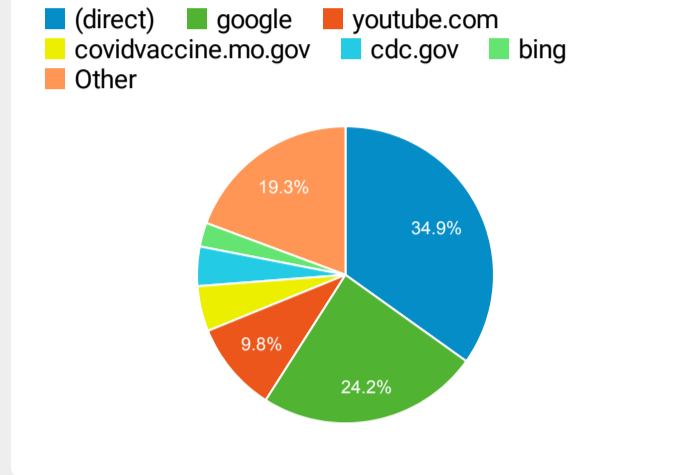
Top Pages

Page Title	Pageviews	Bounce Rate
Rumor Control CISA	117,554	85.40%
Homepage CISA	90,095	57.84%
Guidance on the Essential Critical Infrastructure Workforce CISA	69,299	44.81%
Identifying Critical Infrastructure During COVID-19 CISA	66,504	45.06%
Critical Infrastructure Sectors CISA	56,736	52.69%
Food and Agriculture Sector CISA	36,150	54.95%
Communications Sector CISA	32,331	50.72%
Publications Library CISA	31,250	60.71%
Critical Manufacturing Sector CISA	30,931	50.21%
Commercial Facilities Sector CISA	30,392	60.49%

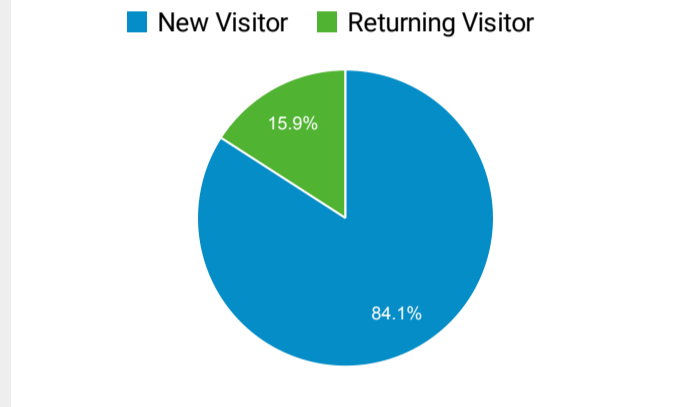
Visits by Social Network

Social Network	Sessions
(not set)	644,821
YouTube	83,499
Twitter	6,021
Facebook	3,665
LinkedIn	3,416
reddit	179
Instagram	58
Instagram Stories	50
Blogger	36
Quora	31

Visits By Source



New vs. Returned Visitors



CISA.gov Search Performance Metrics

Mar 1, 2021 - Mar 31, 2021

All Users
100.00% Sessions

Visits to CISA.gov

741,916
% of Total: 100.00% (741,916)



Pageviews

1,421,875
% of Total: 100.00% (1,421,875)



Unique Pageviews

1,129,862
% of Total: 100.00% (1,129,862)



Total External Searches

205,127
% of Total: 27.65% (741,916)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	128,585
bing / organic	11,873
duckduckgo / organic	2,864
yahoo / organic	1,626
baidu / organic	241
ecosia.org / organic	165
qwant.com / organic	48
naver / organic	46
yandex / organic	13
ask / organic	7

Top External Searches (Google - as reported)

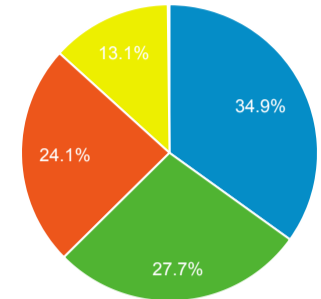
Page Title	Sessions
Homepage CISA	20,444
Bomb-Making Materials Awareness Program (BMA P) CISA	12,880
Critical Infrastructure Sectors CISA	10,864
Guidance on the Essential Critical Infrastructure Workforce CISA	8,446
Identifying Critical Infrastructure During COVID-19 CISA	8,183
What to Do - Bomb Threat CISA	4,690
Critical Manufacturing Sector CISA	3,567
Ransomware CISA	3,446
Federal Information Security Modernization Act CISA	3,345
Traffic Light Protocol (TLP) Definitions and Usage CISA	3,291

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	2,848
Critical Infrastructure Sectors CISA	932
Rumor Control CISA	684
Federal Information Security Modernization Act CISA	405
Guidance on the Essential Critical Infrastructure Workforce CISA	402
Identifying Critical Infrastructure During COVID-19 CISA	394
ABOUT CISA CISA	355
Cybersecurity Training & Exercises CISA	317
Traffic Light Protocol (TLP) Definitions and Usage CISA	267
What to Do - Bomb Threat CISA	207

User Acquisition Channel

Direct Organic Search Referral
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	228,448
google	136,047
youtube.com/	59,093
covidvaccine.mo.gov/	27,550
cdc.gov/	25,253
bing	12,469
search.us-cert.gov/	5,868
lnks.gd/	5,461
m.youtube.com/watch	5,225
qalerts.app/	4,853