

CISA.gov Web Performance Metrics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Total Visits
890,811
% of Total: 100.00% (890,811)

Avg. Visit Duration
00:01:50
Avg for View: 00:01:50 (0.00%)

Pageviews
1,652,065
% of Total: 100.00% (1,652,065)

Unique Visitors
610,054
% of Total: 100.00% (610,054)

Avg. Pages / Visit
1.85
Avg for View: 1.85 (0.00%)

Avg. Time on Page
00:02:06
Avg for View: 00:02:06 (0.00%)

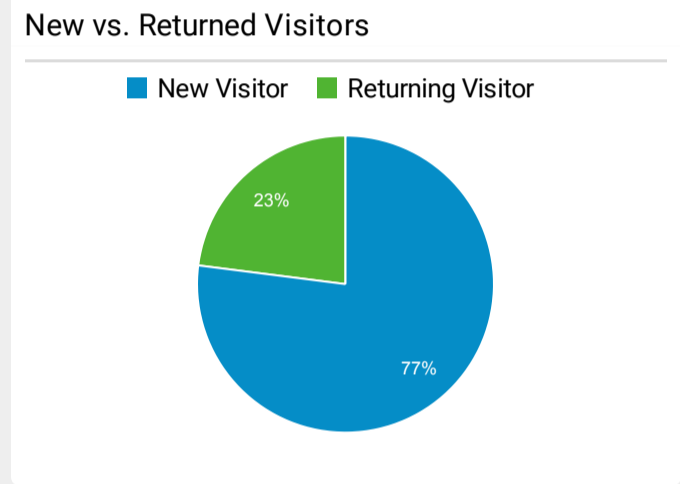
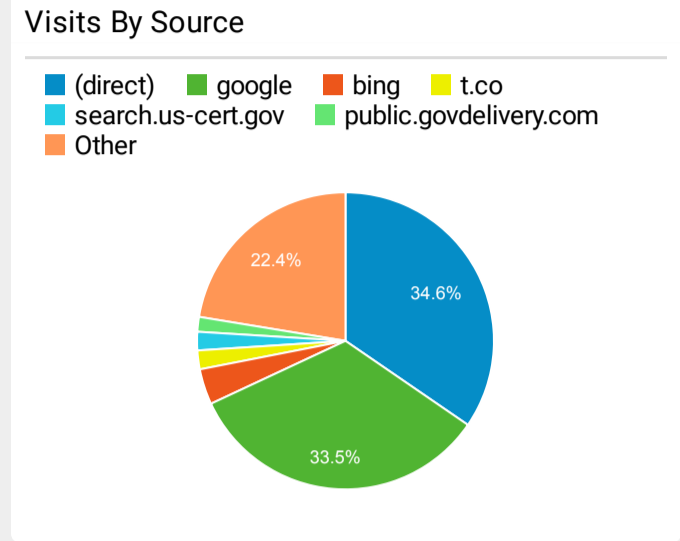
Bounce Rate
63.18%
Avg for View: 63.18% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Shields Up CISA	206,960	77.14%
Homepage CISA	159,312	50.61%
Known Exploited Vulnerabilities Catalog CISA	124,287	64.80%
Free Cybersecurity Services and Tools CISA	53,871	74.90%
CYBERSECURITY CISA	44,681	49.91%
Critical Infrastructure Sectors CISA	36,668	58.80%
Bomb-Making Materials Awareness Program (BMA P) CISA	27,809	73.75%
Stop Ransomware CISA	20,485	54.03%
Rumor Control CISA	19,741	83.13%
What to Do - Bomb Threat CISA	18,354	59.59%

Visits by Social Network

Social Network	Sessions
(not set)	838,073
Twitter	18,284
YouTube	12,392
LinkedIn	9,890
Facebook	6,861
reddit	1,886
Instagram	1,480
Hacker News	1,338
Instagram Stories	170
LiveJournal	92



CISA.gov Search Performance Metrics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Visits to CISA.gov

890,811
% of Total: 100.00% (890,811)



Pageviews

1,652,065
% of Total: 100.00% (1,652,065)



Unique Pageviews

1,336,780
% of Total: 100.00% (1,336,780)



Total External Searches

343,412
% of Total: 38.55% (890,811)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	191,647
bing / organic	18,457
duckduckgo / organic	4,617
yahoo / organic	1,804
baidu / organic	430
ecosia.org / organic	219
qwant.com / organic	71
yandex / organic	22
naver / organic	16
sogou / organic	10

Top External Searches (Google - as reported)

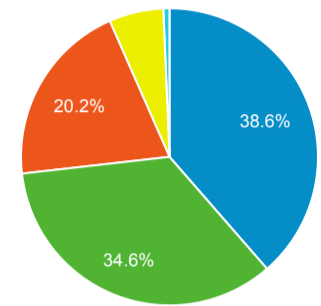
Page Title	Sessions
Homepage CISA	39,107
Shields Up CISA	26,155
Known Exploited Vulnerabilities Catalog CISA	19,509
Bomb-Making Materials Awareness Program (BMA P) CISA	18,579
Critical Infrastructure Sectors CISA	11,233
What to Do - Bomb Threat CISA	10,834
CYBERSECURITY CISA	6,355
Stop Ransomware CISA	5,356
Traffic Light Protocol (TLP) Definitions and Usage CISA	4,665
Free Cybersecurity Services and Tools CISA	4,324

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	5,574
Shields Up CISA	3,358
Known Exploited Vulnerabilities Catalog CISA	2,189
Critical Infrastructure Sectors CISA	1,028
CYBERSECURITY CISA	924
Cybersecurity Training & Exercises CISA	665
Federal Information Security Modernization Act CISA	609
ABOUT CISA CISA	565
Traffic Light Protocol (TLP) Definitions and Usage CISA	518
Free Cybersecurity Services and Tools CISA	423

User Acquisition Channel

Organic Search Direct Referral
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	238,971
google	210,248
bing	21,386
t.co/	10,593
dhs.gov/	10,259
search.us-cert.gov/	9,785
youtube.com/	9,104
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_s uccess	7,390
linkedin.com/	6,347
duckduckgo	5,015