CISA.gov Web Performance Metrics

May 1, 2020 - May 31, 2020

All Users
100.00% Sessions

Total Visits

489,695
% of Total: 100.00% (489,695)

Avg. Visit Duration

00:01:26
Avg for View: 00:01:26 (0.00%)

Pageviews

956,212
% of Total: 100.00% (956,212)

Unique Visitors

394,643
% of Total: 100.00% (394,643)

Avg. Pages / Visit

1.95
Avg for View: 1.95 (0.00%)

Avg. Time on Page

00:01:29
Avg for View: 00:01:29 (0.00%)

Bounce Rate

60.16%
Avg for View: 60.16% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Identifying Critical Infrastructure During COVID-19	CISA	130,661	61.57%
Guidance on the Essential Critical Infrastructure Workforce	CISA	113,575	57.50%
Homepage	CISA	51,932	54.26%
Publications Library	CISA	44,340	64.06%
Critical Infrastructure Sectors	CISA	34,587	59.03%
Coronavirus	CISA	25,920	70.95%
Healthcare and Public Health Sector	CISA	16,190	74.28%
CYBERSECURITY	CISA	11,438	50.16%
Telework	CISA	11,397	64.12%
ABOUT CISA	CISA	9,267	62.05%

Visits by Social Network

Social Network	Sessions
Facebook	4,699
Twitter	3,985
LinkedIn	2,156
Scribd	217
YouTube	133
reddit	47
Yammer	41
Instagram	20
WordPress	13
Blogger	10

Visits By Source

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

43.3% (direct)
19.1% google
22.4% Other
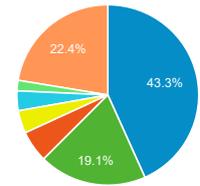
New vs. Returned Visitors

- New Visitor
- Returning Visitor

15.8%
84.2%
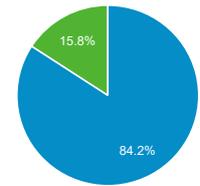
CISA.gov Search Performance Metrics

May 1, 2020 - May 31, 2020

All Users
100.00% Sessions

Visits to CISA.gov

489,695
% of Total: **100.00% (489,695)**

Pageviews

956,212
% of Total: **100.00% (956,212)**

Unique Pageviews

765,431
% of Total: **100.00% (765,431)**

Total External Searches

115,007
% of Total: **23.49% (489,695)**

Search Source and Medium

Source / Medium	Organic Searches
google / organic	64,047
bing / organic	13,553
yahoo / organic	1,456
duckduckgo / organic	1,221
ecosia.org / organic	105
baidu / organic	51
ask / organic	36
qwant.com / organic	8
naver / organic	3
yandex / organic	3

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage | CISA	13,325
Guidance on the Essential Critical Infrastructure Workforce | CISA	12,409
Critical Infrastructure Sectors | CISA	7,712
Identifying Critical Infrastructure During COVID-19 | CISA	7,036
Bomb-Making Materials Awareness Program (BMAP) | CISA	4,858
ABOUT CISA | CISA	2,253
What to Do - Bomb Threat | CISA	1,471
CDM | CISA	1,291
Federal Information Security Modernization Act | CISA	1,014
Cybersecurity Training & Exercises | CISA	985

Top External Searches (Bing - as reported)

Page Title	Sessions
Guidance on the Essential Critical Infrastructure Workforce | CISA	1,899
Homepage | CISA	1,896
Page Not Found | CISA	1,380
Identifying Critical Infrastructure During COVID-19 | CISA	1,214
Critical Infrastructure Sectors | CISA	1,087
Coronavirus | CISA	542
Federal Information Security Modernization Act | CISA	263
Cybersecurity Training & Exercises | CISA	252
FBI and CISA Warn Against Chinese Targeting of COVID-19 Research Organizations | CISA	208
Government Emergency Telecommunications Service (GETS) | CISA	179

User Acquistion Channel

Direct
Referral
Organic Search
Social
Email

43.4%
29.9%
23.5%
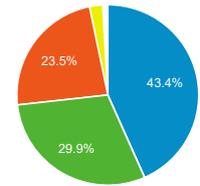
Top Referrers

Full Referrer	Users
(direct)	189,308
google	70,053
bing	12,824
cdc.gov/coronavirus/2019-ncov/php/public-health-recommendations.html	7,739
lnks.gd/	6,513
cdc.gov/coronavirus/2019-ncov/community/general-business-faq.html	4,991
wyndhamhotels.com/	4,212
cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html	3,873
hs_email	3,639
m.facebook.com/	3,532