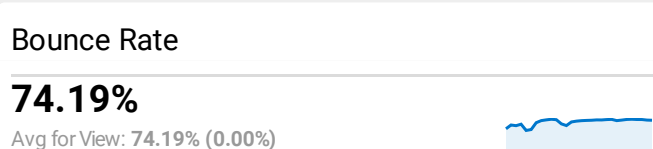
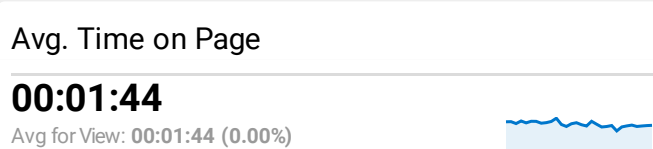
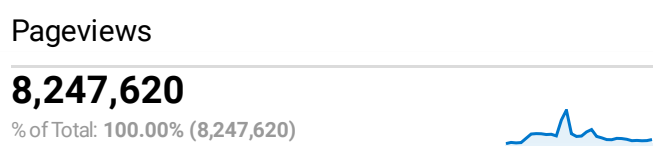
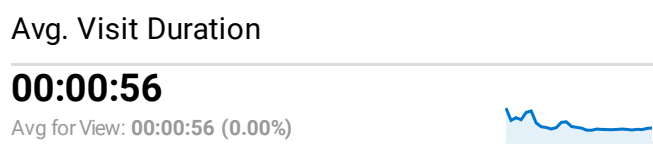


CISA.gov Web Performance Metrics

Nov 1, 2020 - Nov 30, 2020

All Users
100.00% Sessions

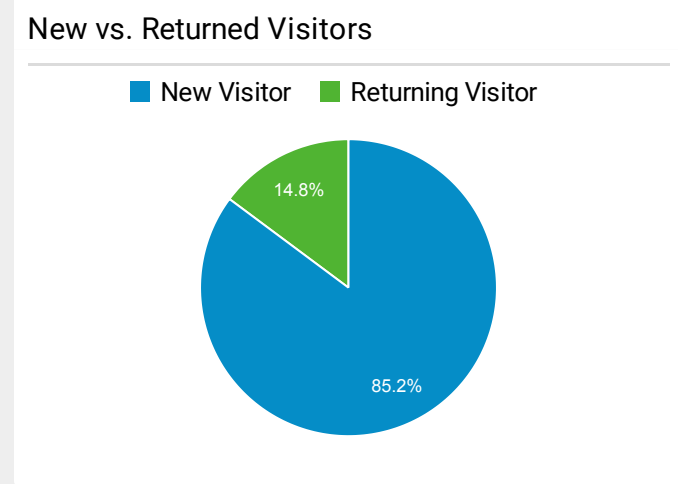
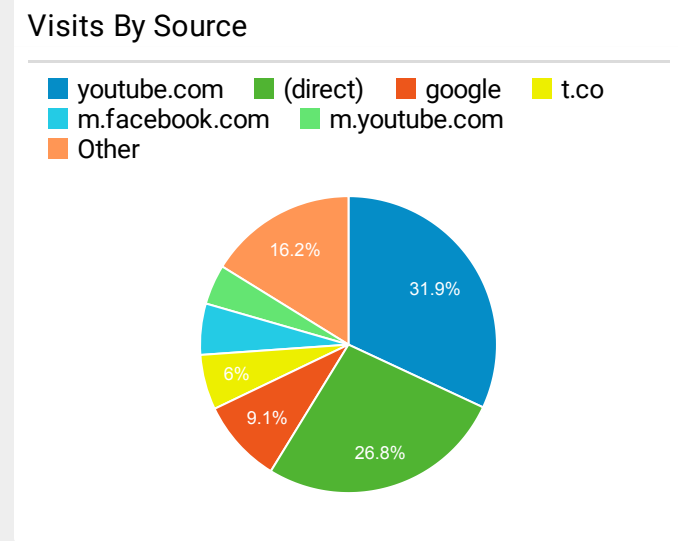


Top Pages

Page Title	Pageviews	Bounce Rate
Rumor Control CISA	4,002,454	82.42%
Joint Statement from Elections Infrastructure Government Coordinating Council & the Election Infrastructure Sector Coordinating Executive Committees CISA	617,282	84.73%
National Council of Statewide Interoperability Coordinators CISA	563,513	38.81%
Bryan S. Ware CISA	407,601	49.28%
Homepage CISA	325,213	40.05%
#Protect2020 CISA	163,933	49.90%
Publications Library CISA	141,525	54.62%
Election Infrastructure Security CISA	109,684	61.35%
Election Security Library CISA	88,831	59.64%
Election Risk Profile Tool CISA	82,351	53.12%

Visits by Social Network

Social Network	Sessions
(not set)	2,713,627
YouTube	1,954,766
Facebook	344,257
Twitter	323,407
reddit	40,189
LinkedIn	3,650
Hacker News	1,463
Instagram	1,377
Instagram Stories	834
Vkontakte	424



CISA.gov Search Performance Metrics

Nov 1, 2020 - Nov 30, 2020

All Users
100.00% Sessions

Visits to CISA.gov

5,386,176
% of Total: 100.00% (5,386,176)



Pageviews

8,247,620
% of Total: 100.00% (8,247,620)



Unique Pageviews

6,785,911
% of Total: 100.00% (6,785,911)



Total External Searches

549,489
% of Total: 10.20% (538,617.6)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	380,697
bing / organic	21,018
duckduckgo / organic	16,824
yahoo / organic	4,674
ecosia.org / organic	403
baidu / organic	293
naver / organic	222
qwant.com / organic	156
daum / organic	59
yandex / organic	53

Top External Searches (Google - as reported)

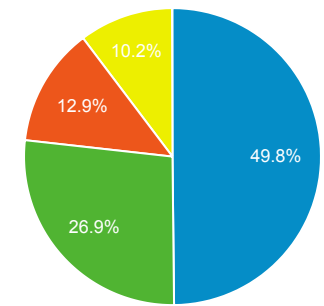
Page Title	Sessions
Rumor Control CISA	126,422
Homepage CISA	73,820
Joint Statement from Elections Infrastructure Government Coordinating Council & the Election Infrastructure Sector Coordinating Executive Committees CISA	72,794
Christopher C. Krebs CISA	31,416
National Council of Statewide Interoperability Coordinators CISA	16,853
ABOUT CISA CISA	14,336
Bomb-Making Materials Awareness Program (BMAP) CISA	9,453
Critical Infrastructure Sectors CISA	8,546
Election Infrastructure Security CISA	7,519
Guidance on the Essential Critical Infrastructure Workforce CISA	7,519

Top External Searches (Bing - as reported)

Page Title	Sessions
Rumor Control CISA	7,422
Homepage CISA	5,413
Christopher C. Krebs CISA	1,048
National Council of Statewide Interoperability Coordinators CISA	1,048
Critical Infrastructure Sectors CISA	627
Joint Statement from Elections Infrastructure Government Coordinating Council & the Election Infrastructure Sector Coordinating Executive Committees CISA	497
ABOUT CISA CISA	432
SAFECOM CISA	367
Statement from CISA Director Krebs Following Final Day of Voting CISA	324
Active Shooter Emergency Action Plan Guide CISA	313

User Acquisition Channel

Social Direct Referral
Organic Search Email Other



Top Referrers

Full Referrer	Users
youtube.com/	1,188,262
(direct)	1,148,063
google	379,137
m.facebook.com/	274,203
t.co/	209,382
qanon.pub/	126,584
m.youtube.com/watch	105,906
m.youtube.com/	96,583
youtube.com/mobile	84,807
qalerts.app/	62,811