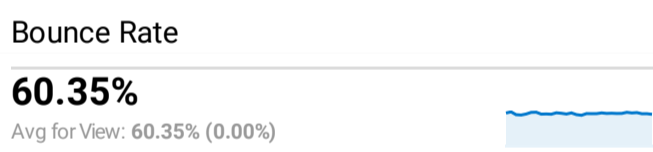
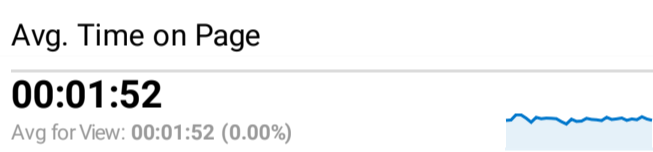
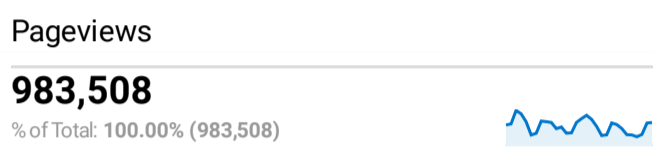
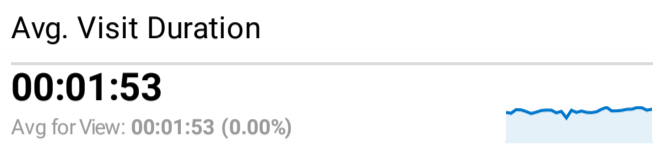


CISA.gov Web Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users  
100.00% Sessions

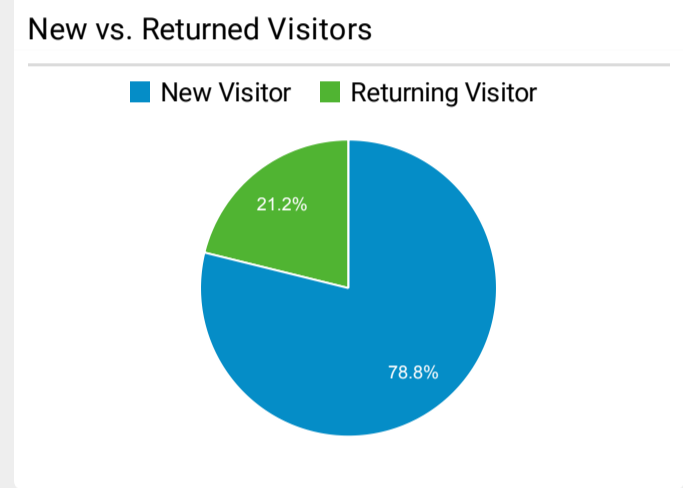
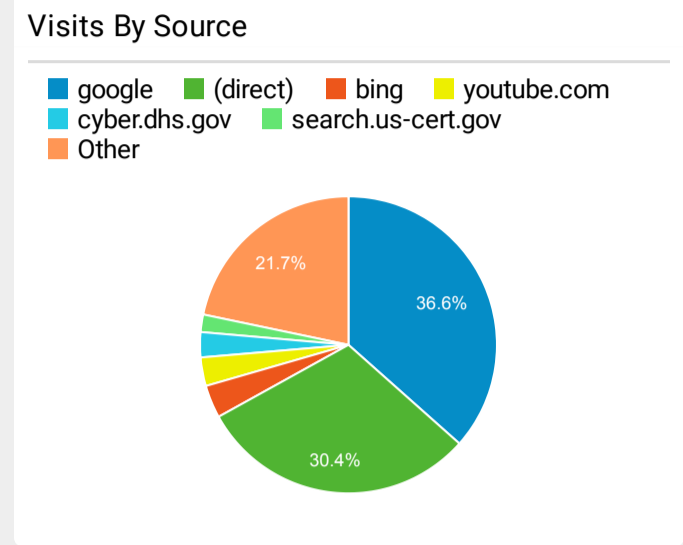


**Top Pages**

Page Title	Pageviews	Bounce Rate
Homepage   CISA	79,836	50.79%
Known Exploited Vulnerabilities Catalog   CISA	77,857	71.56%
Rumor Control   CISA	29,627	84.32%
Publications Library   CISA	23,488	51.15%
CYBERSECURITY   CISA	22,828	56.48%
Reducing the Significant Risk of Known Exploited Vulnerabilities	21,895	28.08%
Critical Infrastructure Sectors   CISA	19,590	57.40%
Bomb-Making Materials Awareness Program (BMAP)   CISA	19,143	78.62%
Stop Ransomware   CISA	19,005	55.57%
What to Do - Bomb Threat   CISA	12,749	66.19%

**Visits by Social Network**

Social Network	Sessions
(not set)	454,670
YouTube	17,561
LinkedIn	9,083
Twitter	8,226
Facebook	3,980
reddit	575
Instagram	72
Vkontakte	43
Vimeo	38
Google Groups	30



CISA.gov Search Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users  
100.00% Sessions

Visits to CISA.gov

**494,444**  
% of Total: 100.00% (494,444)



Pageviews

**983,508**  
% of Total: 100.00% (983,508)



Unique Pageviews

**777,614**  
% of Total: 100.00% (777,614)



Total External Searches

**205,505**  
% of Total: 41.56% (494,444)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	123,421
bing / organic	11,301
duckduckgo / organic	2,886
yahoo / organic	1,510
baidu / organic	388
ecosia.org / organic	156
qwant.com / organic	35
naver / organic	15
sogou / organic	12
yandex / organic	11

Top External Searches (Google - as reported)

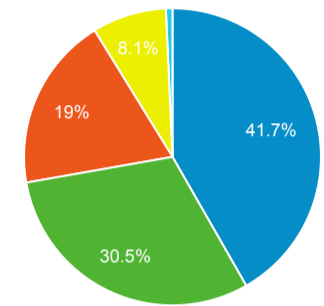
Page Title	Sessions
Homepage   CISA	18,497
Bomb-Making Materials Awareness Program (BMAP)   CISA	14,034
What to Do - Bomb Threat   CISA	7,717
Critical Infrastructure Sectors   CISA	7,264
Stop Ransomware   CISA	6,608
Known Exploited Vulnerabilities Catalog   CISA	5,230
CYBERSECURITY   CISA	3,911
Cybersecurity Awareness Month   CISA	3,112
Traffic Light Protocol (TLP) Definitions and Usage   CISA	2,688
ABOUT CISA   CISA	2,261

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage   CISA	2,173
Critical Infrastructure Sectors   CISA	602
Known Exploited Vulnerabilities Catalog   CISA	598
Cybersecurity Training & Exercises   CISA	428
CYBERSECURITY   CISA	385
Executive Order on Improving the Nation's Cybersecurity   CISA	302
What to Do - Bomb Threat   CISA	282
Federal Information Security Modernization Act   CISA	278
Traffic Light Protocol (TLP) Definitions and Usage   CISA	255
Cybersecurity Awareness Month   CISA	252

User Acquisition Channel

Organic Search Direct Referral  
Social Email Other



Top Referrers

Full Referrer	Users
google	135,171
(direct)	121,785
youtube.com/	13,763
bing	12,654
cyber.dhs.gov/	7,274
linkedin.com/	5,986
search.us-cert.gov/	5,664
dhs.gov/	4,847
dhscs.usajobs.gov/	3,814
t.co/	3,773