CISA.gov Web Performance Metrics

Nov 1, 2022 - Nov 30, 2022

All Users
100.00% Sessions

Total Visits

773,868
% of Total: **100.00% (773,868)**

Avg. Visit Duration

00:01:33
Avg for View: **00:01:33 (0.00%)**

Pageviews

1,308,859
% of Total: **100.00% (1,308,859)**

Unique Visitors

586,104
% of Total: **100.00% (586,104)**

Avg. Pages / Visit

1.69
Avg for View: **1.69 (0.00%)**

Avg. Time on Page

00:02:11
Avg for View: **00:02:11 (0.00%)**

Bounce Rate

68.65%
Avg for View: **68.65% (0.00%)**

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage	CISA	232,941	85.01%
Known Exploited Vulnerabilities Catalog	CISA	63,113	68.11%
CYBERSECURITY	CISA	30,485	58.16%
Rumor Control	CISA	25,864	77.42%
Bomb-Making Materials Awareness Program (B MAP)	CISA	20,667	79.87%
Site Search	CISA	19,084	47.94%
Critical Infrastructure Sectors	CISA	18,773	56.61%
What to Do - Bomb Threat	CISA	14,871	62.45%
Stop Ransomware	CISA	14,559	57.60%
Cross-Sector Cybersecurity Performance Goals	CISA	14,400	54.59%

Visits by Social Network

Social Network	Sessions
(not set)	759,370
Twitter	5,001
LinkedIn	4,474
Facebook	1,982
Hacker News	1,649
reddit	627
YouTube	444
cocolog	71
Instagram	65
Blogger	44

Visits By Source

- (direct)
- google
- bing
- dhs.gov
- public.govdelivery.com
- duckduckgo
- Other

40.4% — 38.5% — 13.4%

New vs. Returned Visitors

- New Visitor
- Returning Visitor

82.4% — 17.6%
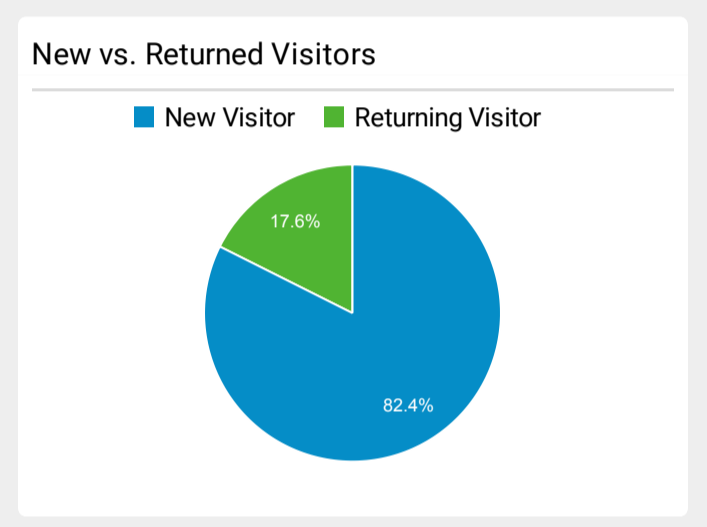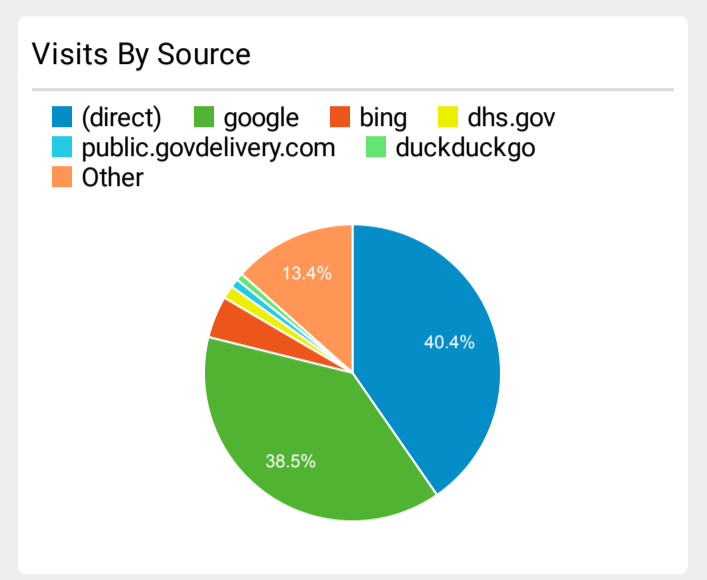
CISA.gov Search Performance Metrics

Nov 1, 2022 - Nov 30, 2022

○ All Users
100.00% Sessions

Visits to CISA.gov

773,868
% of Total: **100.00% (773,868)**

Pageviews

1,308,859
% of Total: **100.00% (1,308,859)**

Unique Pageviews

1,112,049
% of Total: **100.00% (1,112,049)**

Total External Searches

342,652
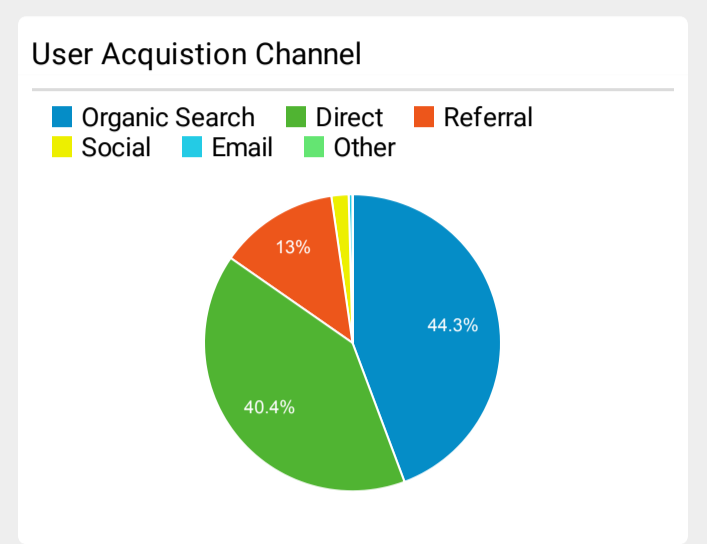% of Total: **44.28% (773,868)**

Search Source and Medium

Source / Medium	Organic Searches
google / organic	201,573
bing / organic	18,474
duckduckgo / organic	3,990
yahoo / organic	1,899
ecosia.org / organic	251
baidu / organic	212
qwant.com / organic	44
naver / organic	38
yandex / organic	29
sogou / organic	15

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage	CISA	26,091
Known Exploited Vulnerabilities Catalog	CISA	17,192
Rumor Control	CISA	16,017
Bomb-Making Materials Awareness Program (BMAP)	CISA	15,261
What to Do - Bomb Threat	CISA	9,784
Critical Infrastructure Sectors	CISA	7,005
CYBERSECURITY	CISA	6,857
4 Things You Can Do To Keep Yourself Cyber Safe	CISA	5,512
Software Bill of Materials	CISA	4,703
Stop Ransomware	CISA	4,458

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage	CISA	3,578
Known Exploited Vulnerabilities Catalog	CISA	1,866
Critical Infrastructure Sectors	CISA	895
Cybersecurity Training & Exercises	CISA	777
CYBERSECURITY	CISA	692
Federal Information Security Modernization Act	CISA	528
Traffic Light Protocol (TLP) Definitions and Usage	CISA	527
Cross-Sector Cybersecurity Performance Goals	CISA	501
Active Shooter Preparedness	CISA	485
ABOUT CISA	CISA	438

User Acquistion Channel

Legend: Organic Search, Direct, Referral, Social, Email, Other

44.3%, 40.4%, 13%

Top Referrers

Full Referrer	Users
(direct)	269,761
google	222,509
bing	22,570
dhs.gov/	8,790
duckduckgo	4,348
public.govdelivery.com/accounts/USDHSCISA/subscriber/subscription_success	3,549
linkedin.com/	3,427
cyber.dhs.gov/	2,955
t.co/	2,853
statics.teams.cdn.office.net/	2,806