

CISA.gov Search Performance Metrics

Oct 1, 2020 - Oct 31, 2020

All Users
100.00% Sessions

Visits to CISA.gov

674,309
% of Total: 100.00% (674,309)



Pageviews

1,318,421
% of Total: 100.00% (1,318,421)



Unique Pageviews

1,086,985
% of Total: 100.00% (1,086,985)



Total External Searches

177,983
% of Total: 26.39% (674,309)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	106,756
bing / organic	9,907
duckduckgo / organic	1,967
yahoo / organic	1,261
baidu / organic	202
ecosia.org / organic	121
naver / organic	77
qwant.com / organic	33
sogou / organic	7
yandex / organic	5

Top External Searches (Google - as reported)

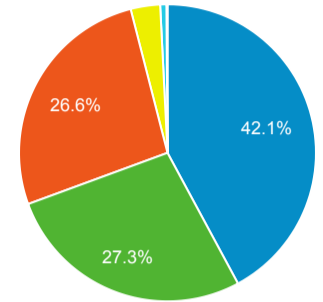
Page Title	Sessions
National Cybersecurity Awareness Month (NCSAM) CISA	26,192
Homepage CISA	16,610
Bomb-Making Materials Awareness Program (BMAP) CISA	9,157
Critical Infrastructure Sectors CISA	7,632
Guidance on the Essential Critical Infrastructure Workforce CISA	5,065
What to Do - Bomb Threat CISA	4,803
Identifying Critical Infrastructure During COVID-19 CISA	3,456
Traffic Light Protocol (TLP) Definitions and Usage CISA	3,070
ABOUT CISA CISA	2,911
Rumor Control CISA	2,731

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	1,863
National Cybersecurity Awareness Month (NCSAM) CISA	1,708
Critical Infrastructure Sectors CISA	591
Federal Information Security Modernization Act CISA	309
Cybersecurity Training & Exercises CISA	270
Rumor Control CISA	268
ABOUT CISA CISA	249
Traffic Light Protocol (TLP) Definitions and Usage CISA	215
Ransomware Guide CISA	203
Guidance on the Essential Critical Infrastructure Workforce CISA	200

User Acquisition Channel

Direct Referral Organic Search
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	253,013
google	116,317
Inks.gd/	76,369
bing	9,831
cdc.gov/	6,869
dhs.gov/	5,481
m.facebook.com/	5,316
mass.gov/	4,775
search.us-cert.gov/	4,733
hp_slideshow	3,712

CISA.gov Web Performance Metrics

Oct 1, 2020 - Oct 31, 2020

All Users
100.00% Sessions

Total Visits
674,309
% of Total: 100.00% (674,309)

Avg. Visit Duration
00:01:28
Avg for View: 00:01:28 (0.00%)

Pageviews
1,318,421
% of Total: 100.00% (1,318,421)

Unique Visitors
548,449
% of Total: 100.00% (548,449)

Avg. Pages / Visit
1.96
Avg for View: 1.96 (0.00%)

Avg. Time on Page
00:01:31
Avg for View: 00:01:31 (0.00%)

Bounce Rate
58.43%
Avg for View: 58.43% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	157,720	57.34%
National Cybersecurity Awareness Month (NCSAM) CISA	103,820	62.01%
CISA Website Privacy Policy CISA	46,213	42.53%
Rumor Control CISA	42,504	78.59%
Publications Library CISA	39,062	50.54%
Identifying Critical Infrastructure During COVID-19 CISA	37,119	49.49%
Critical Infrastructure Sectors CISA	33,057	52.88%
Guidance on the Essential Critical Infrastructure Workforce CISA	31,966	51.79%
National Cybersecurity Awareness Month Publications CISA	31,782	46.98%
National Cybersecurity Awareness Month Resources CISA	26,001	54.55%

Visits by Social Network

Social Network	Sessions
(not set)	652,850
Twitter	9,739
Facebook	7,487
LinkedIn	3,293
YouTube	344
reddit	241
Instagram	105
Yammer	56
Instagram Stories	38
Hacker News	37

