

CISA.gov Web Performance Metrics

Oct 1, 2022 - Oct 31, 2022

All Users
100.00% Sessions

Total Visits
950,318
% of Total: 100.00% (950,318)

Avg. Visit Duration
00:01:32
Avg for View: 00:01:32 (0.00%)

Pageviews
1,586,052
% of Total: 100.00% (1,586,052)

Unique Visitors
719,838
% of Total: 100.00% (719,838)

Avg. Pages / Visit
1.67
Avg for View: 1.67 (0.00%)

Avg. Time on Page
00:02:14
Avg for View: 00:02:14 (0.00%)

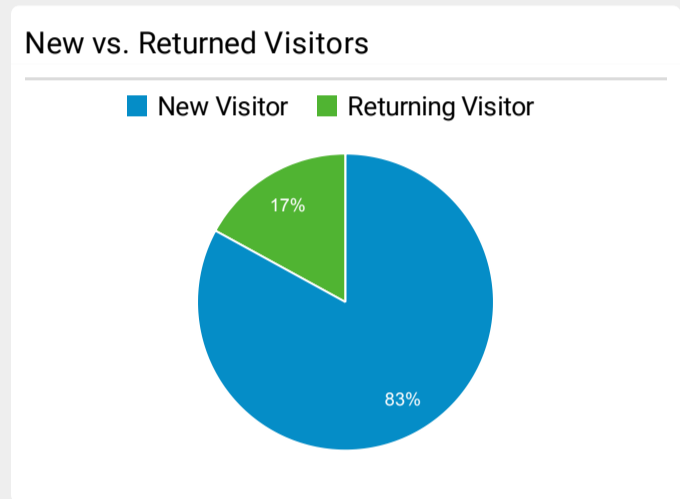
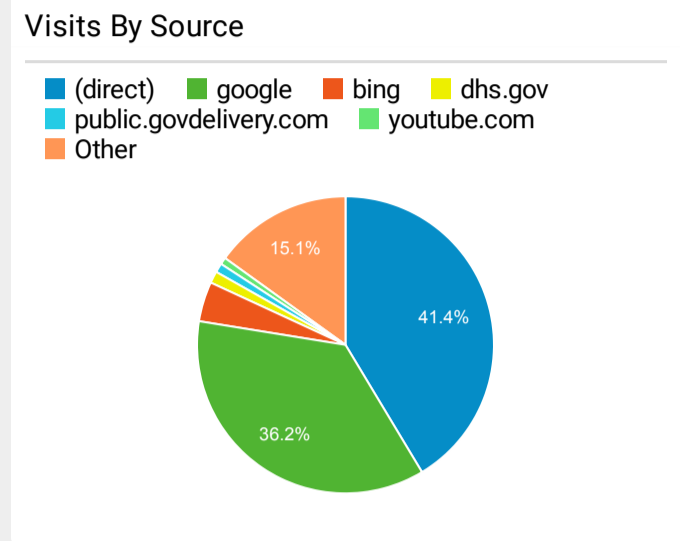
Bounce Rate
68.84%
Avg for View: 68.84% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	263,787	83.35%
Cybersecurity Awareness Month CISA	112,247	74.00%
Known Exploited Vulnerabilities Catalog CISA	74,838	67.57%
CYBERSECURITY CISA	36,261	57.39%
Binding Operational Directive 23-01 CISA	29,255	84.40%
Bomb-Making Materials Awareness Program (BMA P) CISA	23,889	78.64%
Site Search CISA	22,675	45.88%
Critical Infrastructure Sectors CISA	20,114	56.62%
Rumor Control CISA	20,108	81.43%
What to Do - Bomb Threat CISA	17,291	60.08%

Visits by Social Network

Social Network	Sessions
(not set)	922,177
YouTube	9,482
Twitter	7,411
LinkedIn	7,186
Facebook	2,599
reddit	769
Hacker News	368
cocolog	51
Instagram	45
Yammer	37



CISA.gov Search Performance Metrics

Oct 1, 2022 - Oct 31, 2022

All Users
100.00% Sessions

Visits to CISA.gov

950,318
% of Total: 100.00% (950,318)



Pageviews

1,586,052
% of Total: 100.00% (1,586,052)



Unique Pageviews

1,340,090
% of Total: 100.00% (1,340,090)



Total External Searches

394,506
% of Total: 41.51% (950,318)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	227,577
bing / organic	21,451
duckduckgo / organic	4,002
yahoo / organic	1,958
ecosia.org / organic	247
baidu / organic	205
qwant.com / organic	53
naver / organic	36
yandex / organic	25
sogou / organic	23

Top External Searches (Google - as reported)

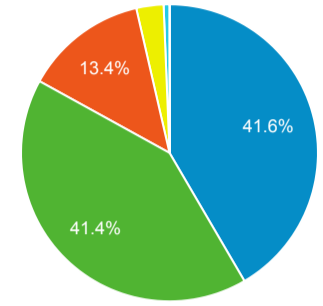
Page Title	Sessions
Cybersecurity Awareness Month CISA	31,503
Homepage CISA	29,582
Known Exploited Vulnerabilities Catalog CISA	18,452
Bomb-Making Materials Awareness Program (BMA P) CISA	16,548
What to Do - Bomb Threat CISA	11,311
Critical Infrastructure Sectors CISA	7,972
CYBERSECURITY CISA	7,664
Shields Up CISA	5,944
Binding Operational Directive 23-01 CISA	5,353
4 Things You Can Do To Keep Yourself Cyber Safe CISA	5,314

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	4,293
Cybersecurity Awareness Month CISA	2,906
Known Exploited Vulnerabilities Catalog CISA	1,974
Binding Operational Directive 23-01 CISA	1,180
Critical Infrastructure Sectors CISA	1,090
CYBERSECURITY CISA	826
Cybersecurity Training & Exercises CISA	761
Traffic Light Protocol (TLP) Definitions and Usage CISA	621
Active Shooter Preparedness CISA	564
Federal Information Security Modernization Act CISA	530

User Acquisition Channel

Organic Search Direct Referral
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	343,787
google	251,025
bing	25,013
dhs.gov/	9,570
youtube.com/	6,553
linkedin.com/	5,873
go.dhs.gov/	5,267
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_s uccess	4,697
duckduckgo	4,311
t.co/	3,866