

CISA.gov Web Performance Metrics

Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Total Visits
547,716
% of Total: 100.00% (547,716)

Avg. Visit Duration
00:01:53
Avg for View: 00:01:53 (0.00%)

Pageviews
1,128,214
% of Total: 100.00% (1,128,214)

Unique Visitors
402,086
% of Total: 100.00% (402,086)

Avg. Pages / Visit
2.06
Avg for View: 2.06 (0.00%)

Avg. Time on Page
00:01:45
Avg for View: 00:01:45 (0.00%)

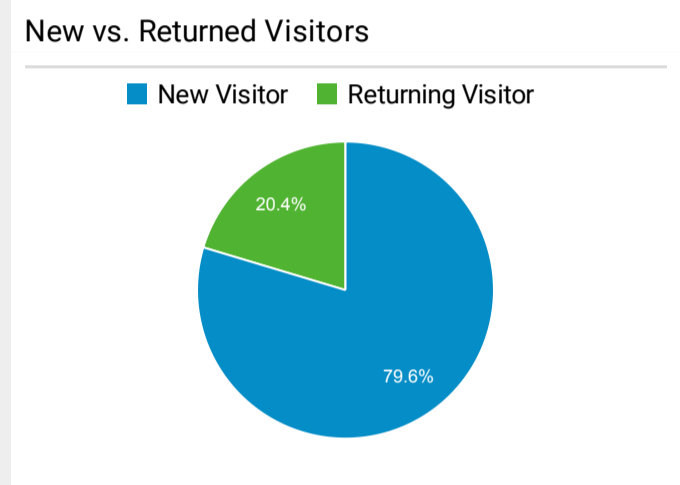
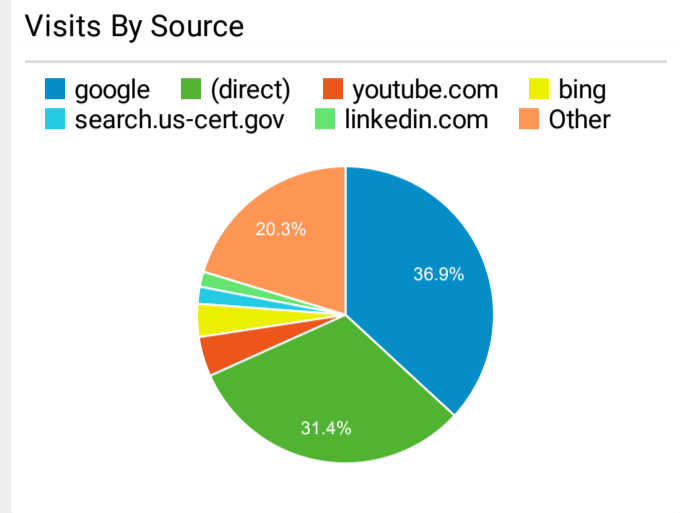
Bounce Rate
58.66%
Avg for View: 58.66% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	75,734	54.64%
Critical Infrastructure Sectors CISA	43,995	52.41%
Rumor Control CISA	41,751	83.99%
Cybersecurity Awareness Month CISA	40,257	55.27%
Publications Library CISA	29,239	54.42%
CISA National Cybersecurity Summit - October 2021 CISAgov	24,482	39.92%
Stop Ransomware CISA	23,295	54.17%
CYBERSECURITY CISA	23,266	54.91%
Bomb-Making Materials Awareness Program (BMA P) CISA	21,309	76.12%
Bad Practices CISA	16,759	71.33%

Visits by Social Network

Social Network	Sessions
(not set)	497,851
YouTube	26,844
LinkedIn	9,218
Twitter	8,166
Facebook	3,174
Hacker News	1,937
reddit	253
cocolog	42
Instagram	41
Blogger	35



CISA.gov Search Performance Metrics

Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Visits to CISA.gov

547,716
% of Total: 100.00% (547,716)



Pageviews

1,128,214
% of Total: 100.00% (1,128,214)



Unique Pageviews

895,966
% of Total: 100.00% (895,966)



Total External Searches

229,006
% of Total: 41.81% (547,716)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	138,362
bing / organic	12,432
duckduckgo / organic	3,239
yahoo / organic	1,508
baidu / organic	384
ecosia.org / organic	162
qwant.com / organic	44
naver / organic	11
sogou / organic	11
yandex / organic	8

Top External Searches (Google - as reported)

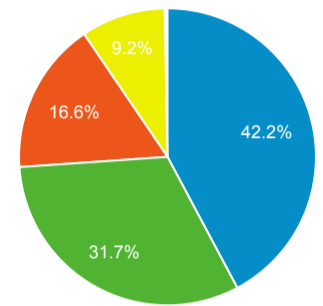
Page Title	Sessions
Homepage CISA	20,121
Cybersecurity Awareness Month CISA	16,990
Bomb-Making Materials Awareness Program (BMA P) CISA	14,881
Critical Infrastructure Sectors CISA	10,908
What to Do - Bomb Threat CISA	6,733
Stop Ransomware CISA	6,296
Guidance on the Essential Critical Infrastructure Workforce CISA	5,366
CYBERSECURITY CISA	3,624
Federal Information Security Modernization Act CISA	3,000
ABOUT CISA CISA	2,744

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	2,219
Cybersecurity Awareness Month CISA	1,563
Critical Infrastructure Sectors CISA	782
Rumor Control CISA	773
Cybersecurity Training & Exercises CISA	437
Federal Information Security Modernization Act CISA	360
CISA National Cybersecurity Summit - October 2021 CISAgov	358
CYBERSECURITY CISA	334
Stop Ransomware CISA	313
ABOUT CISA CISA	248

User Acquisition Channel

Organic Search Direct Referral
Social Email Other



Top Referrers

Full Referrer	Users
google	150,217
(direct)	142,895
youtube.com/	19,797
bing	13,836
linkedin.com/	6,203
search.us-cert.gov/	6,050
t.co/	4,069
travel.state.gov/	3,978
dhs.gov/	3,942
duckduckgo	3,439