

CISA.gov Web Performance Metrics

Sep 1, 2022 - Sep 30, 2022

All Users
100.00% Sessions

Total Visits
1,035,733
% of Total: 100.00% (1,035,733)

Avg. Visit Duration
00:01:13
Avg for View: 00:01:13 (0.00%)

Pageviews
1,620,559
% of Total: 100.00% (1,620,559)

Unique Visitors
838,381
% of Total: 100.00% (838,381)

Avg. Pages / Visit
1.56
Avg for View: 1.56 (0.00%)

Avg. Time on Page
00:02:07
Avg for View: 00:02:07 (0.00%)

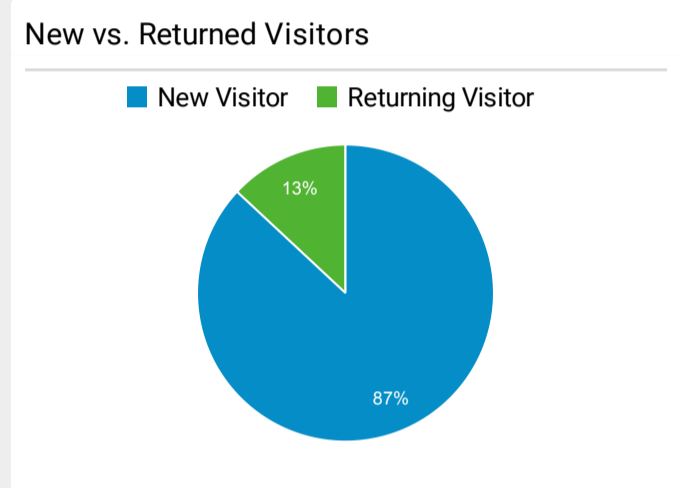
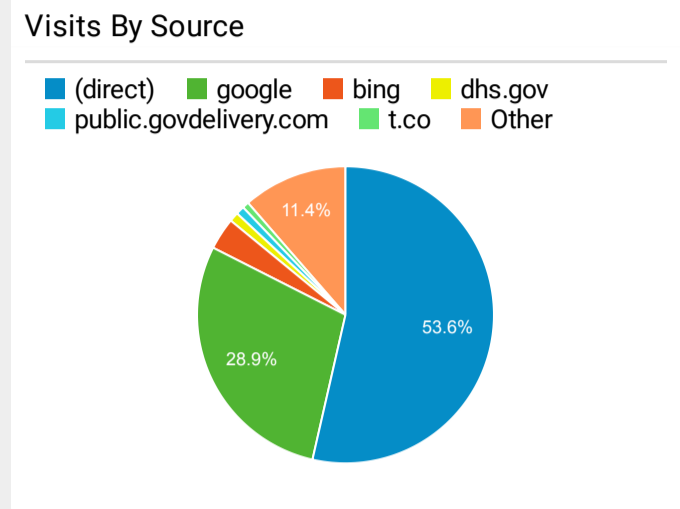
Bounce Rate
75.34%
Avg for View: 75.34% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	455,380	92.16%
Known Exploited Vulnerabilities Catalog CISA	75,809	66.55%
Cybersecurity Awareness Month CISA	44,337	72.46%
CYBERSECURITY CISA	32,650	56.20%
CyberGrants CISA	27,220	58.91%
Free Cybersecurity Services and Tools CISA	22,004	72.29%
Bomb-Making Materials Awareness Program (BMA P) CISA	20,394	78.96%
Site Search CISA	19,866	43.95%
Critical Infrastructure Sectors CISA	19,274	56.87%
Rumor Control CISA	16,295	82.43%

Visits by Social Network

Social Network	Sessions
(not set)	1,006,625
YouTube	9,562
Twitter	7,509
LinkedIn	6,878
reddit	2,469
Facebook	2,256
Dailymotion	89
Instagram	86
Google+	61
Hacker News	31



CISA.gov Search Performance Metrics

Sep 1, 2022 - Sep 30, 2022

All Users
100.00% Sessions

Visits to CISA.gov

1,035,733
% of Total: 100.00% (1,035,733)



Pageviews

1,620,559
% of Total: 100.00% (1,620,559)



Unique Pageviews

1,381,517
% of Total: 100.00% (1,381,517)



Total External Searches

330,825
% of Total: 31.94% (1,035,733)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	188,881
bing / organic	18,286
duckduckgo / organic	3,616
yahoo / organic	1,746
ecosia.org / organic	237
baidu / organic	173
qwant.com / organic	47
naver / organic	27
sogou / organic	13
yandex / organic	13

Top External Searches (Google - as reported)

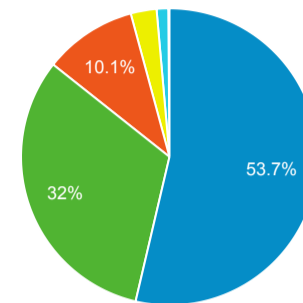
Page Title	Sessions
Homepage CISA	24,400
Cybersecurity Awareness Month CISA	22,415
Known Exploited Vulnerabilities Catalog CISA	16,399
Bomb-Making Materials Awareness Program (BMA P) CISA	15,170
K-12 School Security Guide CISA	11,347
What to Do - Bomb Threat CISA	7,710
Critical Infrastructure Sectors CISA	7,225
CYBERSECURITY CISA	6,442
Cybersecurity Training & Exercises CISA	4,627
Shields Up CISA	4,163

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	3,966
Cybersecurity Awareness Month CISA	2,226
Known Exploited Vulnerabilities Catalog CISA	1,993
Critical Infrastructure Sectors CISA	943
Cybersecurity Training & Exercises CISA	808
CYBERSECURITY CISA	780
CyberGrants CISA	648
Traffic Light Protocol (TLP) Definitions and Usage CISA	547
Strategic Plan CISA	492
Software Bill of Materials CISA	490

User Acquisition Channel

Direct Organic Search Referral
Social Paid Search Other



Top Referrers

Full Referrer	Users
(direct)	519,739
google	216,310
bing	21,836
dhs.gov/	8,065
youtube.com/	6,292
linkedin.com/	5,448
t.co/	4,945
cyber.dhs.gov/	4,612
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_s uccess	4,400
duckduckgo	4,056