

CISA.gov Search Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Visits to CISA.gov

519,500
% of Total: 100.00% (519,500)



Pageviews

1,007,509
% of Total: 100.00% (1,007,509)



Unique Pageviews

819,416
% of Total: 100.00% (819,416)



Total External Searches

137,501
% of Total: 26.47% (519,500)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	79,578
bing / organic	8,779
duckduckgo / organic	1,473
yahoo / organic	1,081
baidu / organic	244
ecosia.org / organic	93
naver / organic	52
qwant.com / organic	26
ask / organic	11
sogou / organic	6

Top External Searches (Google - as reported)

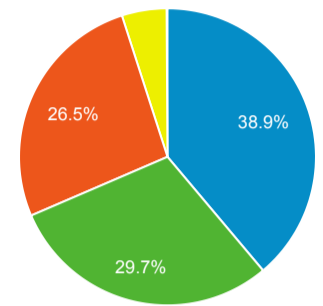
Page Title	Sessions
Homepage CISA	12,582
National Cybersecurity Awareness Month (NCSAM) CISA	12,174
Bomb-Making Materials Awareness Program (BMAP) CISA	7,185
Critical Infrastructure Sectors CISA	7,028
Identifying Critical Infrastructure During COVID-19 CISA	3,568
What to Do - Bomb Threat CISA	3,320
Guidance on the Essential Critical Infrastructure Workforce CISA	3,041
ABOUT CISA CISA	2,569
Windows Server Vulnerability Requires Immediate Attention CISA	2,351
3rd Annual National Cybersecurity Summit CISA	2,281

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	1,801
National Cybersecurity Awareness Month (NCSAM) CISA	980
Critical Infrastructure Sectors CISA	594
3rd Annual National Cybersecurity Summit CISA	375
CISA LIVE CISA	318
Federal Information Security Modernization Act CISA	276
Cybersecurity Training & Exercises CISA	268
Guidance on the Essential Critical Infrastructure Workforce CISA	240
ABOUT CISA CISA	227
Identifying Critical Infrastructure During COVID-19 CISA	223

User Acquisition Channel

Direct Referral Organic Search
Social Email



Top Referrers

Full Referrer	Users
(direct)	175,853
google	83,938
Inks.gd/	68,200
news.ycombinator.com/	9,359
bing	8,462
mass.gov/info-details/covid-19-travel-order	4,338
appengine.egov.com/apps/ct/DPH/Connecticut-Travel-Health-Form	3,460
search.us-cert.gov/	3,402
t.co/	3,259
mass.gov/	2,806

CISA.gov Web Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Total Visits
519,500
% of Total: 100.00% (519,500)

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

Pageviews
1,007,509
% of Total: 100.00% (1,007,509)

Unique Visitors
410,888
% of Total: 100.00% (410,888)

Avg. Pages / Visit
1.94
Avg for View: 1.94 (0.00%)

Avg. Time on Page
00:01:36
Avg for View: 00:01:36 (0.00%)

Bounce Rate
61.05%
Avg for View: 61.05% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	87,733	59.38%
Critical Infrastructure Sectors CISA	35,560	53.27%
CISA Website Privacy Policy CISA	34,755	83.91%
Identifying Critical Infrastructure During COVID-19 CISA	34,068	51.44%
Windows Server Vulnerability Requires Immediate Attention CISA	32,007	77.62%
Guidance on the Essential Critical Infrastructure Workforce CISA	31,425	52.89%
CISA LIVE CISA	29,951	70.03%
National Cybersecurity Awareness Month (NCSAM) CISA	29,155	54.57%
Publications Library CISA	28,073	54.80%
3rd Annual National Cybersecurity Summit CISA	23,826	44.56%

Visits by Social Network

Social Network	Sessions
(not set)	494,221
Hacker News	9,768
Twitter	8,442
Facebook	2,451
LinkedIn	2,104
YouTube	1,257
reddit	994
Instagram	68
Blogger	48
Instagram Stories	37

