

CISA.gov Web Performance Metrics

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Sessions

Total Visits

395,487

% of Total: 100.00% (395,487)



Avg. Visit Duration

00:01:33

Avg for View: 00:01:33 (0.00%)



Pageviews

793,906

% of Total: 100.00% (793,906)



Unique Visitors

320,233

% of Total: 100.00% (320,233)



Avg. Pages / Visit

2.01

Avg for View: 2.01 (0.00%)



Avg. Time on Page

00:01:31

Avg for View: 00:01:31 (0.00%)



Bounce Rate

58.94%

Avg for View: 58.94% (0.00%)



Top Pages

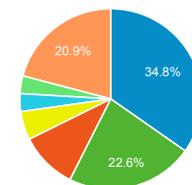
Page Title	Pageviews	Bounce Rate
Homepage CISA	75,213	62.83%
Guidance on the Essential Critical Infrastructure Workforce CISA	53,624	49.38%
Critical Infrastructure Sectors CISA	48,238	51.96%
Identifying Critical Infrastructure During COVID-19 CISA	45,747	49.49%
Publications Library CISA	30,433	62.92%
Cyber Resource Hub CISA	16,832	97.04%
CISA Website Privacy Policy CISA	14,294	61.89%
Healthcare and Public Health Sector CISA	12,460	72.85%
CYBERSECURITY CISA	11,958	48.94%
Bomb-Making Materials Awareness Program (BMAP) CISA	10,409	76.96%

Visits by Social Network

Social Network	Sessions
Twitter	2,813
Facebook	2,339
LinkedIn	1,409
YouTube	148
Quora	66
Instagram	41
reddit	32
Naver	14
Scribd	8
Pocket	7

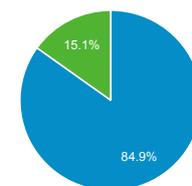
Visits By Source

■ (direct)
 ■ google
 ■ Inks.gd
 ■ mass.gov
 ■ bing
 ■ appengine.egov.com
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



CISA.gov Search Performance Metrics

Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Sessions

Visits to CISA.gov

276,176

% of Total: 100.00% (276,176)



Pageviews

589,456

% of Total: 100.00% (589,456)



Unique Pageviews

463,484

% of Total: 100.00% (463,484)



Total External Searches

89,445

% of Total: 32.39% (276,176)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	49,120
bing / organic	11,117
duckduckgo / organic	1,046
yahoo / organic	1,027
ecosia.org / organic	79
baidu / organic	50
ask / organic	31
naver / organic	29
qwant.com / organic	13
lycos / organic	1

Top External Searches (Google - as reported)

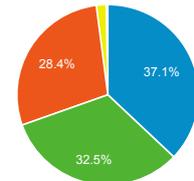
Page Title	Sessions
Homepage CISA	9,430
Critical Infrastructure Sectors CISA	6,462
Bomb-Making Materials Awareness Program (BMAP) CISA	5,326
Guidance on the Essential Critical Infrastructure Workforce CISA	3,867
Identifying Critical Infrastructure During COVID-19 CISA	3,711
ABOUT CISA CISA	1,904
CDM CISA	1,128
What to Do - Bomb Threat CISA	1,095
Cybersecurity Training & Exercises CISA	836
National Cybersecurity Awareness Month (NCSAM) CISA	801

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	1,413
Guidance on the Essential Critical Infrastructure Workforce CISA	1,058
Page Not Found CISA	1,037
Critical Infrastructure Sectors CISA	1,028
Identifying Critical Infrastructure During COVID-19 CISA	717
Federal Information Security Modernization Act CISA	248
Cybersecurity Training & Exercises CISA	198
Coronavirus CISA	192
Chemical Facility Anti-Terrorism Standards CISA	177
What to Do - Bomb Threat CISA	174

User Acquisition Channel

■ Direct
 ■ Organic Search
 ■ Referral
 ■ Social
 ■ Email



Top Referrers

Full Referrer	Users
(direct)	89,128
google	53,281
bing	10,403
cdc.gov/coronavirus/2019-ncov/community/general-business-faq.html	3,944
Inks.gd/	3,370
choic-hotels.com/	3,183
search.us-cert.gov/	2,297
cdc.gov/	1,643
choic-hotels.com/support/choice-cares	1,590
wyndham-hotels.com/	1,589