CISA.gov Web Performance Metrics

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Total Visits

59,493
% of Total: **100.00%** (59,493)

Avg. Visit Duration

00:01:59
Avg for View: **00:01:59 (0.00%)**

Pageviews

144,965
% of Total: **100.00%** (144,965)

Unique Visitors

46,013
% of Total: **100.00%** (46,013)

Avg. Pages / Visit

2.44
Avg for View: **2.44 (0.00%)**

Avg. Time on Page

00:01:22
Avg for View: **00:01:22 (0.00%)**

Bounce Rate

53.39%
Avg for View: **53.39% (0.00%)**

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage | CISA	21,352	50.69%
Cyber Essentials | CISA	10,638	65.96%
Critical Infrastructure Security and Resilience Month | CISA	7,484	49.59%
CYBERSECURITY | CISA	6,786	46.41%
ABOUT CISA | CISA	6,280	57.28%
A Guide to Critical Infrastructure Security and Resilience | CISA	5,728	38.08%
Publications Library | CISA	4,357	50.00%
INFRASTRUCTURE SECURITY | CISA	4,231	45.93%
CISA Releases Cyber Essentials for Small Businesses and Governments | CISA	2,922	47.35%
CISA Cyber Essentials | CISA	2,243	35.29%

Visits by Social Network

Social Network	Sessions
Twitter	1,062
LinkedIn	926
Facebook	519
Blogger	14
reddit	9
Pocket	5
Instagram	4
Yammer	4
HootSuite	1
YouTube	1

Visits By Source

- (direct)
- dhs.gov
- google
- lnks.gd
- search.usa.gov
- bing
- Other

33.6% / 17.2% / 12.7% / 20.5%
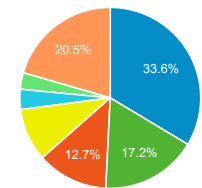
New vs. Returned Visitors

New Visitor   Returning Visitor

83.4%   16.6%
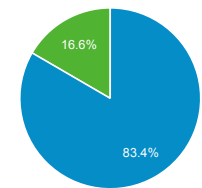
CISA.gov Search Performance Metrics

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Visits to CISA.gov

59,493
% of Total: **100.00% (59,493)**

Pageviews

144,965
% of Total: **100.00% (144,965)**

Unique Pageviews

114,070
% of Total: **100.00% (114,070)**

Total External Searches

9,782
% of Total: **16.44% (59,493)**

Search Source and Medium

Source / Medium	Organic Searches
google / organic	5,697
bing / organic	1,365
duckduckgo / organic	225
yahoo / organic	145
baidu / organic	10
ask / organic	7
ecosia.org / organic	7

Top External Searches (Google - as reported)

Page Title	Sessions
Homepage	CISA	4,689
ABOUT CISA	CISA	575
2019 Presidents Cup Cybersecurity Competition	CISA	252
CYBERSECURITY	CISA	240
NATIONAL RISK MANAGEMENT	CISA	202
National Emergency Communications Plan	CISA	187
Cyber Essentials	CISA	160
INFRASTRUCTURE SECURITY	CISA	159
Critical Infrastructure Security and Resilience Month	CISA	57
CISA Releases Cyber Essentials for Small Businesses and Governments	CISA	51

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage	CISA	768
ABOUT CISA	CISA	100
Cyber Essentials	CISA	50
National Emergency Communications Plan	CISA	49
CYBERSECURITY	CISA	42
INFRASTRUCTURE SECURITY	CISA	42
Critical Infrastructure Security and Resilience Month	CISA	33
2019 Presidents Cup Cybersecurity Competition	CISA	24
A Guide to Critical Infrastructure Security and Resilience	CISA	23
NATIONAL RISK MANAGEMENT	CISA	20

User Acquistion Channel

Legend: Referral, Direct, Organic Search, Social, Email

42.1%
34.3%
16.8%
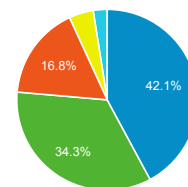
Top Referrers

Full Referrer	Users
(direct)	16,886
google	5,901
lnks.gd/	4,997
dhs.gov/topic/cybersecurity	2,247
bing	1,250
search.usa.gov/search	1,209
hp_slideshow	814
dhs.gov/topic/critical-infrastructure-security	813
hs_email	757
fedvte.usalearning.gov/lyout.php	594