

CISA.gov Web Performance Metrics

Apr 1, 2022 - Apr 30, 2022

All Users  
100.00% Sessions

**Total Visits**  
**667,260**  
% of Total: 100.00% (667,260)

**Avg. Visit Duration**  
**00:01:48**  
Avg for View: 00:01:48 (0.00%)

**Pageviews**  
**1,239,642**  
% of Total: 100.00% (1,239,642)

**Unique Visitors**  
**466,404**  
% of Total: 100.00% (466,404)

**Avg. Pages / Visit**  
**1.86**  
Avg for View: 1.86 (0.00%)

**Avg. Time on Page**  
**00:02:03**  
Avg for View: 00:02:03 (0.00%)

**Bounce Rate**  
**62.32%**  
Avg for View: 62.32% (0.00%)

Top Pages

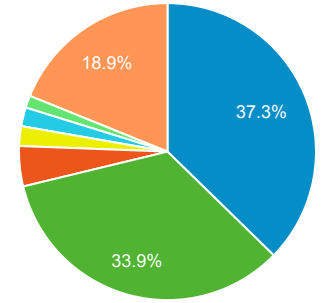
Page Title	Pageviews	Bounce Rate
Homepage   CISA	125,366	53.34%
Known Exploited Vulnerabilities Catalog   CISA	106,775	65.71%
Shields Up   CISA	66,198	73.90%
CYBERSECURITY   CISA	33,772	52.99%
Bomb-Making Materials Awareness Program (BMA P)   CISA	31,138	75.09%
Free Cybersecurity Services and Tools   CISA	24,814	73.33%
Traffic Light Protocol (TLP) Definitions and Usage   CISA	22,736	94.17%
Critical Infrastructure Sectors   CISA	22,418	57.55%
Rumor Control   CISA	15,643	82.30%
CISA Careers   CISA	15,490	36.52%

Visits by Social Network

Social Network	Sessions
(not set)	636,783
YouTube	9,012
LinkedIn	8,917
Twitter	7,932
Facebook	3,729
reddit	598
Instagram	72
cocolog	36
Blogger	33
Vimeo	21

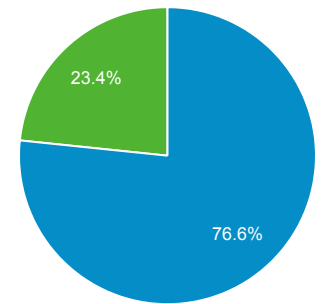
Visits By Source

google (direct) bing  
public.govdelivery.com search.us-cert.gov  
dhs.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Apr 1, 2022 - Apr 30, 2022

All Users  
100.00% Sessions

Visits to CISA.gov

**667,260**  
% of Total: 100.00% (667,260)



Pageviews

**1,239,642**  
% of Total: 100.00% (1,239,642)



Unique Pageviews

**998,891**  
% of Total: 100.00% (998,891)



Total External Searches

**287,479**  
% of Total: 43.08% (667,260)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	162,154
bing / organic	15,519
duckduckgo / organic	3,762
yahoo / organic	1,721
ecosia.org / organic	240
baidu / organic	226
qwant.com / organic	66
daum / organic	19
naver / organic	18
yandex / organic	17

Top External Searches (Google - as reported)

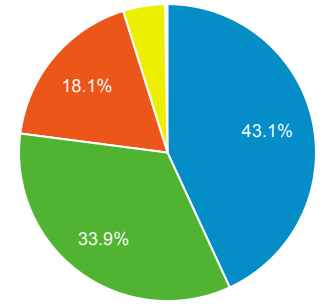
Page Title	Sessions
Homepage   CISA	29,156
Bomb-Making Materials Awareness Program (BMAP)   CISA	21,972
Known Exploited Vulnerabilities Catalog   CISA	19,375
Shields Up   CISA	13,579
Critical Infrastructure Sectors   CISA	7,935
What to Do - Bomb Threat   CISA	7,261
CYBERSECURITY   CISA	5,215
Stop Ransomware   CISA	4,156
Traffic Light Protocol (TLP) Definitions and Usage   CISA	3,475
ABOUT CISA   CISA	3,130

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage   CISA	4,134
Known Exploited Vulnerabilities Catalog   CISA	2,447
Shields Up   CISA	1,626
Critical Infrastructure Sectors   CISA	811
CYBERSECURITY   CISA	591
Cybersecurity Training & Exercises   CISA	518
ABOUT CISA   CISA	451
Federal Information Security Modernization Act   CISA	436
Executive Order on Improving the Nation's Cybersecurity   CISA	371
Traffic Light Protocol (TLP) Definitions and Usage   CISA	325

User Acquisition Channel

Organic Search Direct Referral  
Social Email Other



Top Referrers

Full Referrer	Users
google	179,588
(direct)	178,297
bing	18,465
search.us-cert.gov/	7,144
dhs.gov/	6,860
youtube.com/	6,519
public.govdelivery.com/accounts/USDHSCISA/subscriber/subscription_success	6,437
linkedin.com/	5,961
cyber.dhs.gov/	5,401
duckduckgo	4,300