


CISA.gov Web Performance Metrics

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions


Total Visits

45,925
% of Total: 100.00% (45,925)




Avg. Visit Duration

00:02:09
Avg for View: 00:02:09 (0.00%)




Pageviews

113,815
% of Total: 100.00% (113,815)




Unique Visitors

34,015
% of Total: 100.00% (34,015)




Avg. Pages / Visit

2.48
Avg for View: 2.48 (0.00%)



Avg. Time on Page

00:01:26
Avg for View: 00:01:26 (0.00%)



Bounce Rate

56.68%
Avg for View: 56.68% (0.00%)



Top Pages

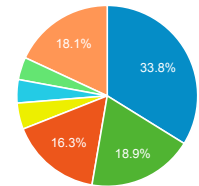
Page Title	Pageviews	Bounce Rate
Homepage CISA	17,578	54.31%
CYBERSECURITY CISA	5,695	44.21%
Incident Reporting System CISA	5,164	0.95%
ABOUT CISA CISA	5,103	53.13%
CISA LIVE CISA	3,546	84.56%
INFRASTRUCTURE SECURITY CISA	3,196	47.57%
Publications Library CISA	2,407	52.76%
Shop Safely CISA	2,392	73.34%
2019 Presidents Cup Cybersecurity Competition CISA	2,170	55.81%
Cyber Essentials CISA	2,151	65.61%

Visits by Social Network

Social Network	Sessions
Twitter	1,057
LinkedIn	499
Facebook	345
reddit	224
Yammer	13
Instagram	7
Blogger	6
Pocket	3
WordPress	2
Diigo	1

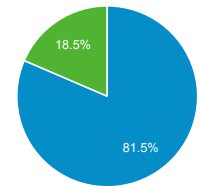
Visits By Source

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



New vs. Returned Visitors

New Visitor Returning Visitor




CISA.gov Search Performance Metrics

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions


Visits to CISA.gov

45,925
% of Total: 100.00% (45,925)




Pageviews

113,815
% of Total: 100.00% (113,815)




Unique Pageviews

86,866
% of Total: 100.00% (86,866)



Total External Searches

9,769
% of Total: 21.27% (45,925)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	5,479
bing / organic	1,422
duckduckgo / organic	205
yahoo / organic	125
baidu / organic	21
ecosia.org / organic	15
seznam / organic	2
yandex / organic	2
ask / organic	1

Top External Searches (Google - as reported)

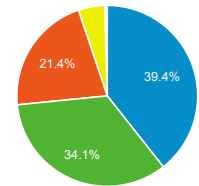
Page Title	Sessions
Homepage CISA	3,906
2019 Presidents Cup Cybersecurity Competition CISA	679
ABOUT CISA CISA	438
CYBERSECURITY CISA	291
CISA LIVE CISA	175
National Emergency Communications Plan CISA	168
Trusted Internet Connections CISA	156
NATIONAL RISK MANAGEMENT CISA	151
Coordinated Vulnerability Disclosure Process CISA	108
Shop Safely CISA	106

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	755
ABOUT CISA CISA	85
2019 Presidents Cup Cybersecurity Competition CISA	57
Cyber Essentials CISA	42
National Emergency Communications Plan CISA	34
CISA's ICT Supply Chain Risk Management Task Force Approves Recommendations and Interim Report CISA	31
NATIONAL RISK MANAGEMENT CISA	28
CISA LIVE CISA	26
CYBERSECURITY CISA	26
INFRASTRUCTURE SECURITY CISA	26

User Acquisition Channel

■ Referral
 ■ Direct
 ■ Organic Search
 ■ Social
 ■ Email



Top Referrers

Full Referrer	Users
(direct)	13,012
google	5,697
Inks.gd/	2,013
dhs.gov/topic/cybersecurity	1,730
bing	1,347
search.usa.gov/search	1,056
fedvte.usalearning.gov/lyout.php	602
dhs.gov/topic/critical-infrastructure-security	553
dhs.gov/operational-and-support-components	364
linkedin.com/	334