

CISA.gov Web Performance Metrics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Total Visits
528,655
% of Total: 100.00% (528,655)

Avg. Visit Duration
00:01:50
Avg for View: 00:01:50 (0.00%)

Pageviews
1,043,732
% of Total: 100.00% (1,043,732)

Unique Visitors
386,388
% of Total: 100.00% (386,388)

Avg. Pages / Visit
1.97
Avg for View: 1.97 (0.00%)

Avg. Time on Page
00:01:51
Avg for View: 00:01:51 (0.00%)

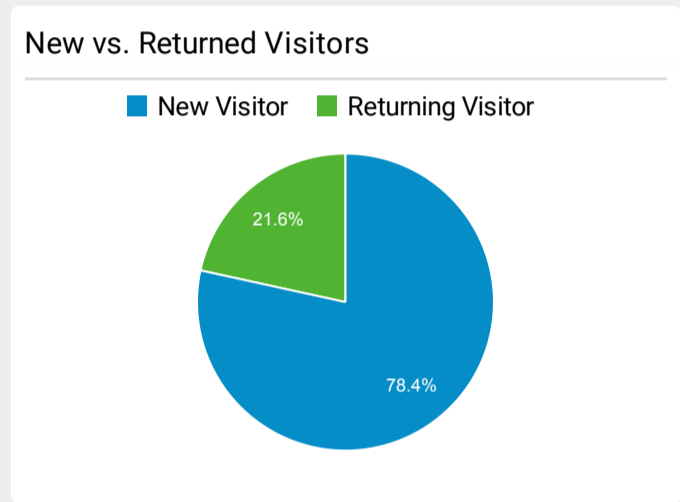
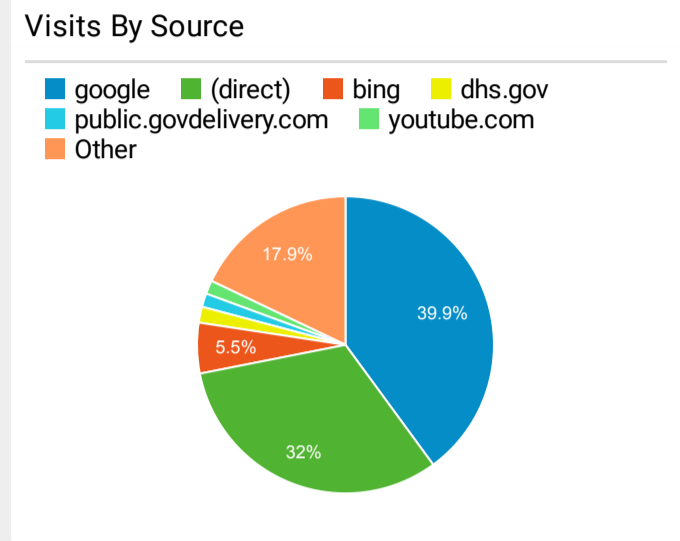
Bounce Rate
60.94%
Avg for View: 60.94% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	94,558	53.85%
Known Exploited Vulnerabilities Catalog CISA	49,715	65.44%
CYBERSECURITY CISA	25,973	53.24%
Bomb-Making Materials Awareness Program (BMA P) CISA	25,373	76.35%
Active Shooter Preparedness CISA	18,725	43.62%
Rumor Control CISA	17,604	81.97%
Site Search CISA	15,769	47.69%
Critical Infrastructure Sectors CISA	15,332	56.56%
Free Cybersecurity Services and Tools CISA	14,570	77.13%
Shields Up CISA	13,667	75.60%

Visits by Social Network

Social Network	Sessions
(not set)	504,399
YouTube	10,375
LinkedIn	5,631
Twitter	5,399
Facebook	1,793
reddit	788
Instagram	86
Blogger	40
Quora	25
Techmeme	17



CISA.gov Search Performance Metrics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Visits to CISA.gov

528,655
% of Total: 100.00% (528,655)



Pageviews

1,043,732
% of Total: 100.00% (1,043,732)



Unique Pageviews

822,223
% of Total: 100.00% (822,223)



Total External Searches

248,168
% of Total: 46.94% (528,655)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	139,441
bing / organic	15,615
duckduckgo / organic	3,346
yahoo / organic	1,557
baidu / organic	233
ecosia.org / organic	180
qwant.com / organic	33
naver / organic	19
sogou / organic	18
yandex / organic	8

Top External Searches (Google - as reported)

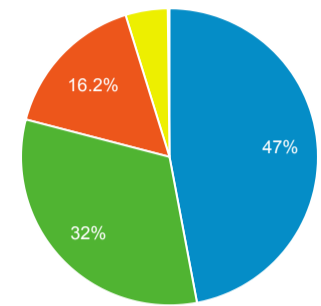
Page Title	Sessions
Homepage CISA	20,929
Bomb-Making Materials Awareness Program (BMAP) CISA	17,843
Known Exploited Vulnerabilities Catalog CISA	11,744
What to Do - Bomb Threat CISA	5,977
Critical Infrastructure Sectors CISA	5,396
CYBERSECURITY CISA	3,881
Active Shooter Preparedness CISA	3,849
Shields Up CISA	3,495
Software Bill of Materials CISA	3,243
Stop Ransomware CISA	3,052

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	3,700
Known Exploited Vulnerabilities Catalog CISA	1,514
Active Shooter Preparedness CISA	869
Cybersecurity Training & Exercises CISA	694
Critical Infrastructure Sectors CISA	663
CYBERSECURITY CISA	521
Federal Information Security Modernization Act CISA	442
ABOUT CISA CISA	426
Active Shooter Emergency Action Plan Guide CISA	412
Software Bill of Materials CISA	369

User Acquisition Channel

Organic Search Direct Referral
Social Email



Top Referrers

Full Referrer	Users
google	157,043
(direct)	135,156
bing	18,763
youtube.com/	7,053
dhs.gov/	7,036
linkedin.com/	4,558
public.govdelivery.com/accounts/USDHSCISA/subscriber/subscription_success	3,939
duckduckgo	3,651
cyber.dhs.gov/	2,967
t.co/	2,804