

CISA.gov Web Performance Metrics

May 1, 2021 - May 31, 2021

All Users  
100.00% Sessions

**Total Visits**  
**470,554**  
% of Total: 100.00% (470,554)

**Avg. Visit Duration**  
**00:01:37**  
Avg for View: 00:01:37 (0.00%)

**Pageviews**  
**956,659**  
% of Total: 100.00% (956,659)

**Unique Visitors**  
**367,407**  
% of Total: 100.00% (367,407)

**Avg. Pages / Visit**  
**2.03**  
Avg for View: 2.03 (0.00%)

**Avg. Time on Page**  
**00:01:33**  
Avg for View: 00:01:33 (0.00%)

**Bounce Rate**  
**62.78%**  
Avg for View: 62.78% (0.00%)

Top Pages

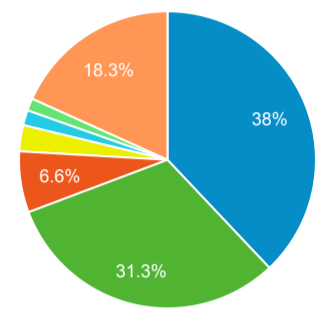
Page Title	Pageviews	Bounce Rate
Homepage   CISA	70,215	52.22%
Rumor Control   CISA	56,061	84.30%
Critical Infrastructure Sectors   CISA	42,622	51.37%
Ransomware   CISA	40,985	69.33%
Publications Library   CISA	28,575	52.40%
About NCSWIC   CISA	19,267	78.83%
CYBERSECURITY   CISA	18,604	54.03%
Traffic Light Protocol (TLP) Definitions and Usage   CISA	18,007	89.26%
Bomb-Making Materials Awareness Program (BMA P)   CISA	13,385	77.28%
ABOUT CISA   CISA	13,042	66.86%

Visits by Social Network

Social Network	Sessions
(not set)	419,051
YouTube	36,307
Twitter	5,920
Facebook	5,133
LinkedIn	3,803
reddit	81
Quora	38
Instagram	36
cocolog	24
Hacker News	23

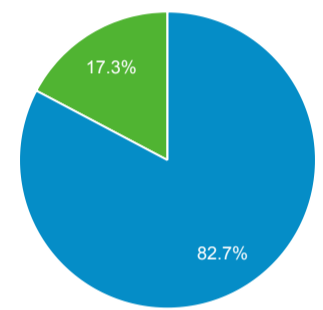
Visits By Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

May 1, 2021 - May 31, 2021

All Users  
100.00% Sessions

Visits to CISA.gov

**470,554**  
% of Total: 100.00% (470,554)



Pageviews

**956,659**  
% of Total: 100.00% (956,659)



Unique Pageviews

**767,972**  
% of Total: 100.00% (767,972)



Total External Searches

**167,198**  
% of Total: 35.53% (470,554)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	102,527
bing / organic	8,870
duckduckgo / organic	2,986
yahoo / organic	1,371
baidu / organic	267
ecosia.org / organic	136
naver / organic	29
qwant.com / organic	27
sogou / organic	11
yandex / organic	10

Top External Searches (Google - as reported)

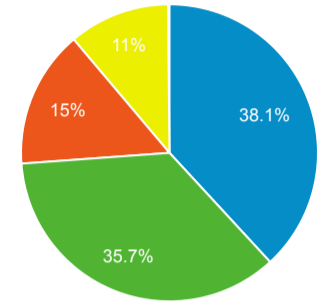
Page Title	Sessions
Homepage   CISA	19,237
Bomb-Making Materials Awareness Program (BMAP)   CISA	9,932
Critical Infrastructure Sectors   CISA	9,890
Ransomware   CISA	7,051
What to Do - Bomb Threat   CISA	4,348
ABOUT CISA   CISA	3,352
CYBERSECURITY   CISA	2,995
Traffic Light Protocol (TLP) Definitions and Usage   CISA	2,980
Federal Information Security Modernization Act   CISA	2,715
Identifying Critical Infrastructure During COVID-19   CISA	2,363

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage   CISA	2,192
Critical Infrastructure Sectors   CISA	650
Ransomware   CISA	394
Federal Information Security Modernization Act   CISA	318
Cybersecurity Training & Exercises   CISA	308
ABOUT CISA   CISA	265
Traffic Light Protocol (TLP) Definitions and Usage   CISA	208
Continuous Diagnostics and Mitigation Program   CISA	173
CYBERSECURITY   CISA	167
Active Shooter Emergency Action Plan Guide   CISA	166

User Acquisition Channel

Direct Organic Search Referral  
Social Email Other



Top Referrers

Full Referrer	Users
(direct)	153,380
google	111,628
youtube.com/	26,815
bing	9,703
search.us-cert.gov/	4,790
dhs.gov/	4,478
m.facebook.com/	3,943
linkedin.com/	3,187
duckduckgo	3,133
t.co/	2,519