

CISA.gov Web Performance Metrics

May 1, 2022 - May 31, 2022

All Users
100.00% Sessions

Total Visits
613,790
% of Total: 100.00% (613,790)

Avg. Visit Duration
00:01:51
Avg for View: 00:01:51 (0.00%)

Pageviews
1,158,412
% of Total: 100.00% (1,158,412)

Unique Visitors
437,796
% of Total: 100.00% (437,796)

Avg. Pages / Visit
1.89
Avg for View: 1.89 (0.00%)

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

Bounce Rate
62.08%
Avg for View: 62.08% (0.00%)

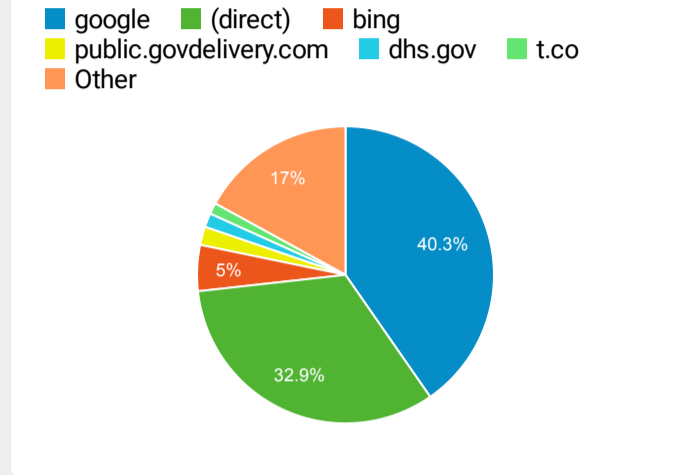
Top Pages

Page Title	Pageviews	Bounce Rate
Homepage CISA	102,652	54.10%
Known Exploited Vulnerabilities Catalog CISA	84,448	66.52%
Bomb-Making Materials Awareness Program (BMA P) CISA	42,310	78.23%
Emergency Directive 22-03 CISA	32,199	74.90%
CYBERSECURITY CISA	29,216	53.64%
Shields Up CISA	29,019	74.24%
Free Cybersecurity Services and Tools CISA	17,961	71.83%
Critical Infrastructure Sectors CISA	17,184	56.64%
Site Search CISA	17,140	41.02%
Rumor Control CISA	15,276	81.84%

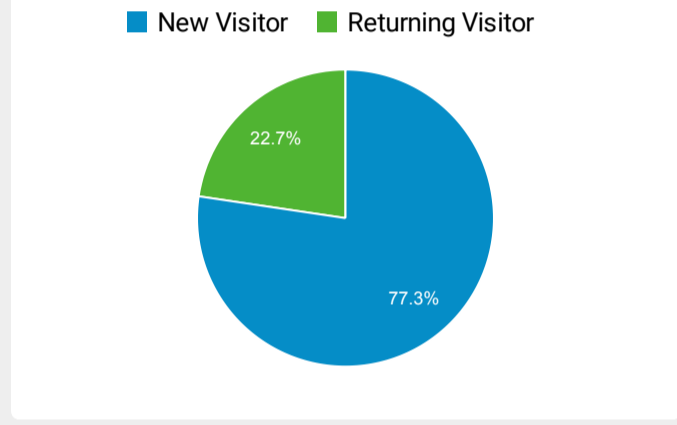
Visits by Social Network

Social Network	Sessions
(not set)	591,775
YouTube	8,514
Twitter	7,504
LinkedIn	3,210
Facebook	2,000
reddit	455
Instagram	44
Vimeo	38
cocolog	36
Vkontakte	34

Visits By Source



New vs. Returned Visitors



CISA.gov Search Performance Metrics

May 1, 2022 - May 31, 2022

All Users
100.00% Sessions

Visits to CISA.gov

613,790
% of Total: 100.00% (613,790)



Pageviews

1,158,412
% of Total: 100.00% (1,158,412)



Unique Pageviews

927,083
% of Total: 100.00% (927,083)



Total External Searches

286,844
% of Total: 46.73% (613,790)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	162,675
bing / organic	15,684
duckduckgo / organic	3,474
yahoo / organic	1,596
baidu / organic	282
ecosia.org / organic	251
qwant.com / organic	54
naver / organic	33
daum / organic	17
sogou / organic	11

Top External Searches (Google - as reported)

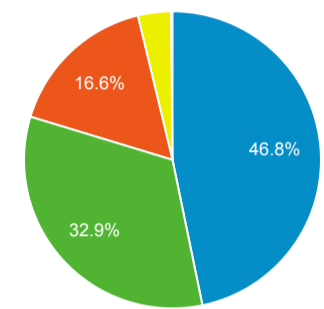
Page Title	Sessions
Bomb-Making Materials Awareness Program (BMA P) CISA	31,024
Homepage CISA	24,516
Known Exploited Vulnerabilities Catalog CISA	17,213
What to Do - Bomb Threat CISA	7,383
Shields Up CISA	7,200
Critical Infrastructure Sectors CISA	6,431
CYBERSECURITY CISA	4,678
Emergency Directive 22-03 CISA	3,622
Stop Ransomware CISA	3,612
4 Things You Can Do To Keep Yourself Cyber Safe CISA	3,393

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	3,904
Known Exploited Vulnerabilities Catalog CISA	2,335
Shields Up CISA	869
Critical Infrastructure Sectors CISA	725
Cybersecurity Training & Exercises CISA	724
Active Shooter Preparedness CISA	587
Emergency Directive 22-03 CISA	573
CYBERSECURITY CISA	545
Federal Information Security Modernization Act CISA	452
ABOUT CISA CISA	450

User Acquisition Channel

Organic Search Direct Referral
Social Email Other



Top Referrers

Full Referrer	Users
google	182,304
(direct)	157,978
bing	18,770
dhs.gov/	7,378
youtube.com/	6,062
public.govdelivery.com/accounts/US DHSCISA/subscriber/subscription_success	5,457
cyber.dhs.gov/	4,241
duckduckgo	3,879
t.co/	3,159
linkedin.com/	2,498