

CISA.gov Web Performance Metrics

Oct 1, 2019 - Oct 31, 2019

All Users
100.00% Sessions

Total Visits

46,119
% of Total: 100.00% (46,119)



Avg. Visit Duration

00:02:19
Avg for View: 00:02:19 (0.00%)



Pageviews

121,754
% of Total: 100.00% (121,754)



Unique Visitors

34,520
% of Total: 100.00% (34,520)



Avg. Pages / Visit

2.64
Avg for View: 2.64 (0.00%)



Avg. Time on Page

00:01:24
Avg for View: 00:01:24 (0.00%)



Bounce Rate

54.40%
Avg for View: 54.40% (0.00%)



Top Pages

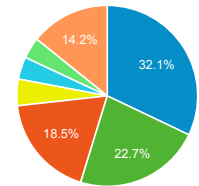
Page Title	Pageviews	Bounce Rate
Homepage CISA	20,937	48.88%
ABOUT CISA CISA	9,208	54.61%
CYBERSECURITY CISA	8,136	42.72%
National Emergency Communications Plan CISA	5,716	56.04%
INFRASTRUCTURE SECURITY CISA	5,171	47.87%
2019 Presidents Cup Cybersecurity Competition CISA	3,125	49.02%
NATIONAL RISK MANAGEMENT CISA	2,434	51.35%
EMERGENCY COMMUNICATIONS CISA	2,287	45.75%
Sitemap CISA	2,190	46.79%
National Cybersecurity Awareness Month CISA	1,417	59.54%

Visits by Social Network

Social Network	Sessions
Twitter	533
Facebook	264
LinkedIn	223
Instagram	17
Blogger	12
reddit	3
Hacker News	2
YouTube	1

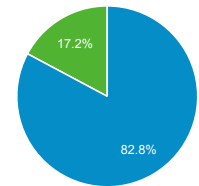
Visits By Source

(direct) dhs.gov google
search.usa.gov bing
links.govdelivery.com Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Oct 1, 2019 - Oct 31, 2019

All Users
100.00% Sessions


Visits to CISA.gov

46,119
% of Total: 100.00% (46,119)




Pageviews

121,754
% of Total: 100.00% (121,754)




Unique Pageviews

93,622
% of Total: 100.00% (93,622)



Total External Searches

10,788
% of Total: 23.39% (46,119)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	6,360
bing / organic	1,517
duckduckgo / organic	181
yahoo / organic	135
baidu / organic	19
ecosia.org / organic	16
ask / organic	8
naver / organic	2

Top External Searches (Google - as reported)

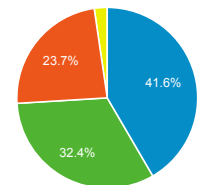
Page Title	Sessions
Homepage CISA	3,259
ABOUT CISA CISA	2,433
2019 Presidents Cup Cybersecurity Competition CISA	1,026
National Emergency Communications Plan CISA	316
NATIONAL RISK MANAGEMENT CISA	287
CYBERSECURITY CISA	178
INFRASTRUCTURE SECURITY CISA	167
National Cybersecurity Awareness Month CISA	71
Cybersecurity and Infrastructure Security Agency Organizational Chart CISA	52
Critical Infrastructure Security and Resilience Month CISA	34

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	900
ABOUT CISA CISA	126
National Emergency Communications Plan CISA	97
2019 Presidents Cup Cybersecurity Competition CISA	88
CYBERSECURITY CISA	78
INFRASTRUCTURE SECURITY CISA	51
NATIONAL RISK MANAGEMENT CISA	40
EMERGENCY COMMUNICATIONS CISA	19
CISA Insights CISA	18
5G CISA	11

User Acquisition Channel

■ Referral
 ■ Direct
 ■ Organic Search
 ■ Social
 ■ Email



Top Referrers

Full Referrer	Users
(direct)	12,669
google	6,556
dhs.gov/topic/cybersecurity	1,532
bing	1,403
links.govdelivery.com/	1,280
search.usa.gov/search	1,265
fedvte.usalearning.gov/lyout.php	651
dhs.gov/topic/critical-infrastructure-security	596
dhs.gov/operational-and-support-components	565
hp_slideshow	424