

CISA.gov Web Performance Metrics

Oct 1, 2021 - Oct 31, 2021

All Users  
100.00% Sessions

**Total Visits**  
**599,601**  
% of Total: 100.00% (599,601)

**Avg. Visit Duration**  
**00:01:58**  
Avg for View: 00:01:58 (0.00%)

**Pageviews**  
**1,266,438**  
% of Total: 100.00% (1,266,438)

**Unique Visitors**  
**429,146**  
% of Total: 100.00% (429,146)

**Avg. Pages / Visit**  
**2.11**  
Avg for View: 2.11 (0.00%)

**Avg. Time on Page**  
**00:01:45**  
Avg for View: 00:01:45 (0.00%)

**Bounce Rate**  
**59.07%**  
Avg for View: 59.07% (0.00%)

Top Pages

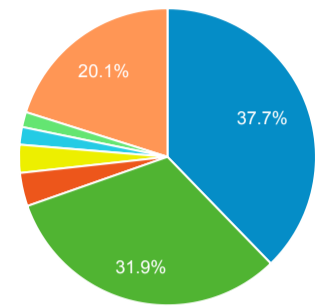
Page Title	Pageviews	Bounce Rate
Cybersecurity Awareness Month   CISA	96,235	59.52%
Homepage   CISA	80,522	55.08%
Cybersecurity Awareness Month Resources   CISA	43,703	42.67%
Rumor Control   CISA	32,541	83.93%
Critical Infrastructure Sectors   CISA	31,447	55.21%
Publications Library   CISA	28,714	55.80%
CYBERSECURITY   CISA	27,168	55.99%
Stop Ransomware   CISA	23,836	52.18%
CISA National Cybersecurity Summit - October 2021   CISAgov	21,400	37.18%
I've Been Hit By Ransomware!   CISA	20,678	59.24%

Visits by Social Network

Social Network	Sessions
(not set)	550,713
YouTube	20,607
LinkedIn	10,245
Twitter	9,895
Facebook	7,108
reddit	559
Instagram	235
Blogger	36
Hacker News	31
Vimeo	30

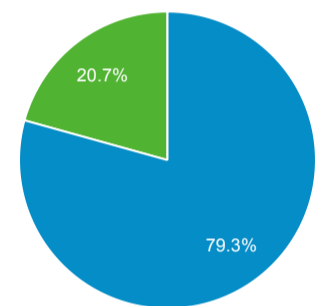
Visits By Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Oct 1, 2021 - Oct 31, 2021

All Users  
100.00% Sessions

Visits to CISA.gov

**599,601**  
% of Total: 100.00% (599,601)



Pageviews

**1,266,438**  
% of Total: 100.00% (1,266,438)



Unique Pageviews

**993,206**  
% of Total: 100.00% (993,206)



Total External Searches

**256,419**  
% of Total: 42.76% (599,601)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	152,109
bing / organic	13,701
duckduckgo / organic	3,488
yahoo / organic	1,757
baidu / organic	383
ecosia.org / organic	184
qwant.com / organic	42
naver / organic	20
sogou / organic	18
yandex / organic	9

Top External Searches (Google - as reported)

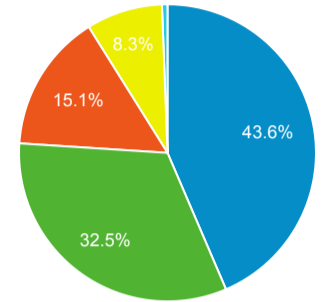
Page Title	Sessions
Cybersecurity Awareness Month   CISA	30,524
Homepage   CISA	20,575
Bomb-Making Materials Awareness Program (BMA P)   CISA	13,508
Critical Infrastructure Sectors   CISA	9,282
Stop Ransomware   CISA	6,849
What to Do - Bomb Threat   CISA	6,828
I've Been Hit By Ransomware!   CISA	5,591
CYBERSECURITY   CISA	4,211
ABOUT CISA   CISA	2,828
Traffic Light Protocol (TLP) Definitions and Usage   CISA	2,828

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage   CISA	2,365
Cybersecurity Awareness Month   CISA	2,338
Critical Infrastructure Sectors   CISA	722
CYBERSECURITY   CISA	498
Cybersecurity Training & Exercises   CISA	456
Federal Information Security Modernization Act   CISA	388
Cybersecurity Awareness Month Resources   CISA	332
CISA LIVE   CISA	326
CISA National Cybersecurity Summit - October 2021   CISA.gov	312
Executive Order on Improving the Nation's Cybersecurity   CISA	285

User Acquisition Channel

Organic Search Direct Referral  
Social Email Other



Top Referrers

Full Referrer	Users
google	162,941
(direct)	153,936
youtube.com/	15,675
bing	15,338
search.us-cert.gov/	6,629
linkedin.com/	6,539
t.co/	4,615
dhs.gov/	4,571
duckduckgo	3,733
m.facebook.com/	3,351