

CISA.gov Web Performance Metrics

Sep 1, 2019 - Sep 30, 2019

All Users
100.00% Sessions

Total Visits

35,107
% of Total: 100.00% (35,107)



Avg. Visit Duration

00:02:22
Avg for View: 00:02:22 (0.00%)



Pageviews

88,345
% of Total: 100.00% (88,345)



Unique Visitors

26,278
% of Total: 100.00% (26,278)



Avg. Pages / Visit

2.52
Avg for View: 2.52 (0.00%)



Avg. Time on Page

00:01:32
Avg for View: 00:01:32 (0.00%)



Bounce Rate

52.72%
Avg for View: 52.72% (0.00%)



Top Pages

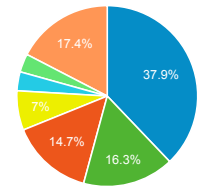
Page Title	Pageviews	Bounce Rate
Homepage CISA	14,799	45.45%
ABOUT CISA CISA	6,885	53.70%
National Emergency Communications Plan CISA	6,096	57.54%
2019 Presidents Cup Cybersecurity Competition CISA	6,077	52.81%
CYBERSECURITY CISA	5,140	39.87%
CISA LIVE CISA	4,235	68.42%
INFRASTRUCTURE SECURITY CISA	3,143	44.94%
EMERGENCY COMMUNICATIONS CISA	1,824	42.08%
NATIONAL RISK MANAGEMENT CISA	1,730	47.79%
NEWS AND MEDIA CISA	952	41.74%

Visits by Social Network

Social Network	Sessions
Twitter	982
Facebook	677
LinkedIn	346
reddit	10
YouTube	2
HootSuite	1

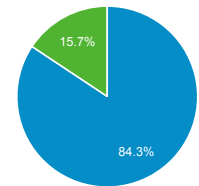
Visits By Source

(direct) google dhs.gov
links.govdelivery.com
us-cert.gov search.usa.gov
Other



New vs. Returned Visitors

New Visitor Returning Visitor



CISA.gov Search Performance Metrics

Sep 1, 2019 - Sep 30, 2019

 All Users
100.00% Sessions

Visits to CISA.gov

35,107
% of Total: 100.00% (35,107)



Pageviews

88,345
% of Total: 100.00% (88,345)



Unique Pageviews

67,926
% of Total: 100.00% (67,926)



Total External Searches

6,784
% of Total: 19.32% (35,107)



Search Source and Medium

Source / Medium	Organic Searches
google / organic	4,632
bing / organic	704
duckduckgo / organic	74
yahoo / organic	65
naver / organic	8
baidu / organic	4
ecosia.org / organic	3
ask / organic	2
sogou / organic	2

Top External Searches (Google - as reported)

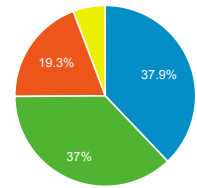
Page Title	Sessions
ABOUT CISA CISA	2,190
Homepage CISA	1,740
2019 Presidents Cup Cybersecurity Competition CISA	949
NATIONAL RISK MANAGEMENT CISA	205
CYBERSECURITY CISA	153
CISA LIVE CISA	70
INFRASTRUCTURE SECURITY CISA	59
CISA's ICT Supply Chain Risk Management Task Force Approves Recommendations and Interim Report CISA	41
National Emergency Communications Plan CISA	26
Cybersecurity and Infrastructure Security Agency Organizational Chart CISA	23

Top External Searches (Bing - as reported)

Page Title	Sessions
Homepage CISA	439
ABOUT CISA CISA	102
2019 Presidents Cup Cybersecurity Competition CISA	85
NATIONAL RISK MANAGEMENT CISA	27
CYBERSECURITY CISA	26
National Emergency Communications Plan CISA	24
CISA LIVE CISA	11
EMERGENCY COMMUNICATIONS CISA	10
INFRASTRUCTURE SECURITY CISA	10
CISA's ICT Supply Chain Risk Management Task Force Approves Recommendations and Interim Report CISA	7

User Acquisition Channel

■ Direct
 ■ Referral
 ■ Organic Search
 ■ Social
 ■ Email



Top Referrers

Full Referrer	Users
(direct)	10,326
google	4,552
links.govdelivery.com/	2,039
search.usa.gov/search	743
bing	653
dhs.gov/topic/cybersecurity	544
us-cert.gov/event/2019-cisa-cybersecurity-summit	525
m.facebook.com/	511
fedvte.usalearning.gov/lyout.php	376
dhs.gov/operational-and-support-components	305