

Web Performance Metrics

Below are the web performance metrics for DHS.gov (single site) based on the Digital Analytics Program (DAP) data that track sites across the federal government.

Total Visits

Single Site - DHS.gov

2,141,494

% of Total: **3.09%** (69,413,630)

Unique Visitors

Single Site - DHS.gov

1,769,291

% of Total: **5.36%** (33,023,786)

Avg. Time on Page

Single Site - DHS.gov

00:01:50

Avg for View: **00:01:53** (-2.58%)

Avg. Visit Duration

Single Site - DHS.gov

00:01:15

Avg for View: **00:02:49** (-55.40%)

Avg. Pages / Visit

Single Site - DHS.gov

1.68

Avg for View: **2.48** (-32.20%)

Bounce Rate

Single Site - DHS.gov

69.37%

Avg for View: **47.67%** (45.53%)

Pageviews

Single Site - DHS.gov

3,603,579

% of Total: **2.09%** (172,269,987)

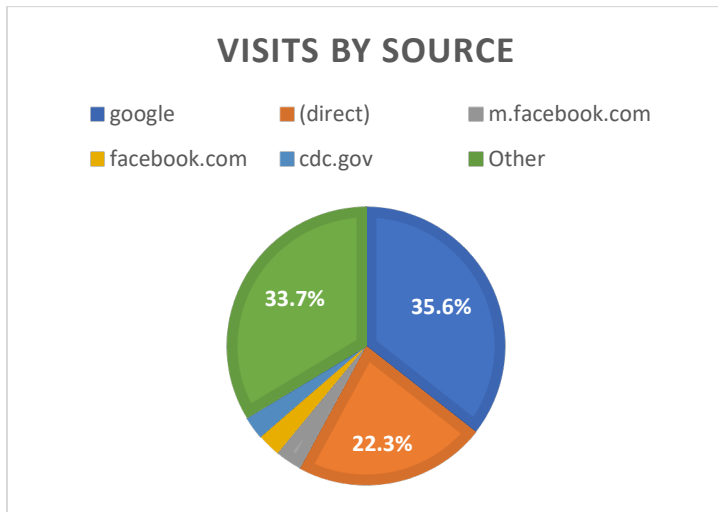
Top Pages

Page Title	Pageviews	Bounce Rate
Homeland Security Home	302,821	60.62%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals	243,909	72.00%
REAL ID	114,116	76.85%
DHS to Require Non-U.S. Individual Travelers Entering the United States at Land Ports of Entry and Ferry Terminals to be Fully Vaccinated Against COVID-19	104,361	81.78%
Blue Campaign Training	95,642	71.42%
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.	94,373	83.39%
REAL ID FAQs	55,271	84.57%
Blue Campaign Newsletters	51,287	86.00%
How to Report Suspicious Activity	49,088	76.69%
Visa Waiver Program Requirements	44,474	78.32%

Visits by Social Network

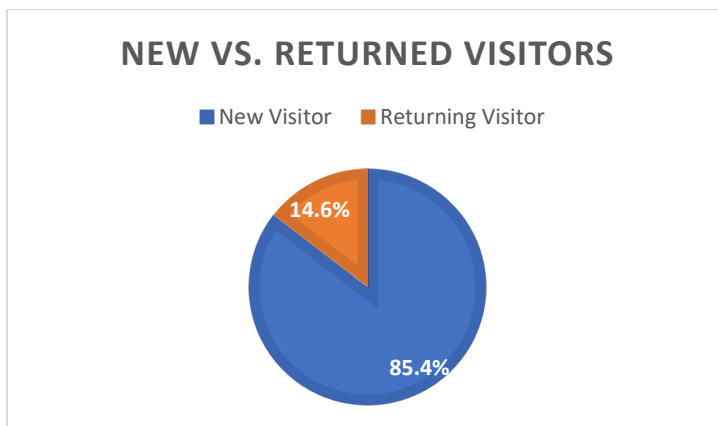
Social Network	Sessions
Facebook	103,378
Twitter	21,450
LinkedIn	10,937
Quora	1,024
YouTube	847
Instagram	649
reddit	583
TripAdvisor	92
Naver	82
Snapchat	26

Visits by Source



Source	Sessions	Percentage
google	756,999	35.6%
(direct)	473,462	22.3%
m.facebook.com	65,696	3.1%
facebook.com	57,659	2.7%
cdc.gov	56,245	2.6%
Other	716,016	33.7%
Total	2,126,077	100.0%

New vs. Returned Visitors



Visitor Type	Number of Visitors	Percentage
New Visitor	1,674,224	85.4%
Returning Visitor	285,305	14.6%
Total	1,959,529	100.0%

Search Performance Metrics

Below are the search performance metrics for DHS.gov (single site) based on the Digital Analytics Program (DAP) data that track sites across the federal government.

Visits to DHS.gov

Single Site - DHS.gov

2,141,494

% of Total: 3.09% (69,413,630)

Total Internal Searches

Single Site - DHS.gov

88

% of Total: 0.01% (1,147,629)

Total External Searches

(Google)

Single Site - DHS.gov

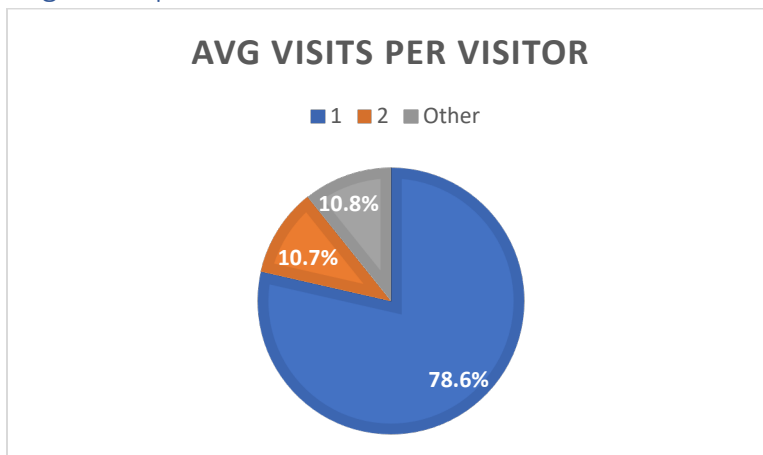
846,558

% of Total: 1.22% (69,413,630)

Top External Searches (Google – as reported)

Page Title	Sessions
Homeland Security Home	67,847
Blue Campaign Newsletters	40,438
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.	31,921
REAL ID	31,133
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals	24,308
What Is Human Trafficking?	21,821
DHS to Require Non-U.S. Individual Travelers Entering the United States at Land Ports of Entry and Ferry Terminals to be Fully Vaccinated Against COVID-19	19,844
Learn What I Can Bring on the Plane	18,723
Check Wait Times	17,678
Homeland Security Careers	16,818

Avg. Visits per Visitor



Avg Visits per Visitor	Number of Visits	Percentage
1	1,674,224	78.6%
2	227,717	10.7%
Other	229,168	10.8%
Total	2,131,109	100.0%

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2022- 1/31/2022

Overall Customer Satisfaction Score **68.69**

How would you rate your overall experience today? **64.44**

Answer Choices	Responses	Points	Score
▪ Outstanding	586	100	58600
▪ Above Average	569	75	42675
▪ Average	594	50	29700
▪ Below Average	133	25	3325
▪ Poor	202	0	0
Total	2084		134300

Were you able to complete the purpose of your visit? **63.10**

Answer Choices	Responses	Points	Score
▪ Yes	1315	100	131500
▪ No	769	0	0
Total	2084		131500

Would you still return to this website if you could get this information or service from another source? **87.94**

Answer Choices	Responses	Points	Score
▪ Yes	1568	100	156800
▪ No	215	0	0
Total	1783		156800

Will you recommend this website to a friend or colleague? **80.43**

Answer Choices	Responses	Points	Score
▪ Yes	1434	100	143400
▪ No	349	0	0
Total	1783		143400

Please describe your experience finding your way around (navigating) DHS.gov today. **59.67**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1064	100	106400
▪ Had technical difficulties (e.g. error messages, broken links)	84	0	0
▪ Links did not take me where I expected	64	0	0
▪ Links / labels are difficult to understand, they are not intuitive	165	0	0
▪ Navigated to general area but couldn't find the specific content needed	246	0	0
▪ Too many links or navigational choices	71	0	0
▪ Would often feel lost, not know where I was	89	0	0
Total	1783		106400

How was your experience using our site search? **50.95**

NOTE: Excludes "Did not use search" and "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	536	100	53600
▪ I was not sure what words to use in my search	93	0	0
▪ Results were not helpful	159	0	0
▪ Results were not relevant to my search terms or needs	99	0	0
▪ Results were too similar / redundant	34	0	0
▪ Returned not enough or no results	80	0	0
▪ Returned too many results	51	0	0
Total	1052		53600

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2022- 1/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	82	3.93%
▪ Contact information	84	4.03%
▪ Contracting opportunities	34	1.63%
▪ Cybersecurity	83	3.98%
▪ Disaster assistance	33	1.58%
▪ Email, RSS feeds, or subscription services	12	0.58%
▪ Forms or publications	38	1.82%
▪ Human trafficking	341	16.36%
▪ Immigration and citizenship	180	8.64%
▪ Information about DHS (leadership, history, etc.)	77	3.69%
▪ Jobs / career information	195	9.36%
▪ Law enforcement	46	2.21%
▪ News	43	2.06%
▪ Photographs	7	0.34%
▪ Small business resources	27	1.30%
▪ Training	126	6.05%
▪ Travel	114	5.47%
▪ Videos	24	1.15%
▪ Other	538	25.82%
Total	2084	100%

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	29	5.25%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	432	78.26%
▪ Error on page	29	5.25%
▪ Multimedia / technical problem	24	4.35%
▪ Outdated information	38	6.88%
▪ Other	0	0.00%
Total	552	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	132	7.40%
▪ Educator	134	7.52%
▪ Federal government employee	117	6.56%
▪ First responder / law enforcement official	105	5.89%
▪ Government contractor	80	4.49%
▪ International visitor	42	2.36%
▪ Job seeker	144	8.08%
▪ Media representative	12	0.67%
▪ Non-profit staff or volunteer	102	5.72%
▪ Seeking citizenship or immigration information	98	5.50%
▪ State, tribal, territorial or local government representative	23	1.29%
▪ Student	205	11.50%
▪ Traveler (domestic or international)	147	8.24%
▪ Other	442	24.79%
Total	1783	100%