

DHS.gov Web Performance Metrics

Mar 1, 2022 - Mar 31, 2022

Single Site - DHS.gov
 2.75% Sessions

Total Visits

Single Site - DHS.gov
2,218,138
 % of Total: 2.75% (80,785,638)

Avg. Visit Duration

Single Site - DHS.gov
00:01:26
 Avg for View: 00:02:50 (-49.51%)

Pageviews

Single Site - DHS.gov
3,919,369
 % of Total: 2.04% (192,093,502)

Unique Visitors

Single Site - DHS.gov
1,855,439
 % of Total: 4.32% (42,984,759)

Avg. Pages / Visit

Single Site - DHS.gov
1.77
 Avg for View: 2.38 (-25.69%)

Avg. Time on Page

Single Site - DHS.gov
00:01:51
 Avg for View: 00:02:02 (-9.23%)

Bounce Rate

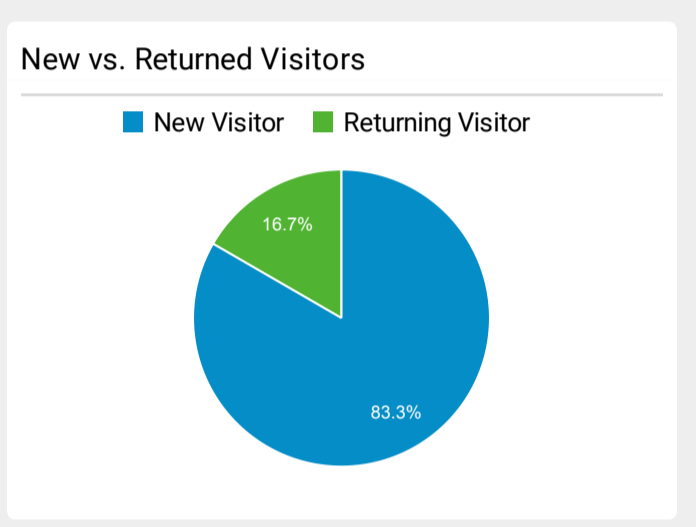
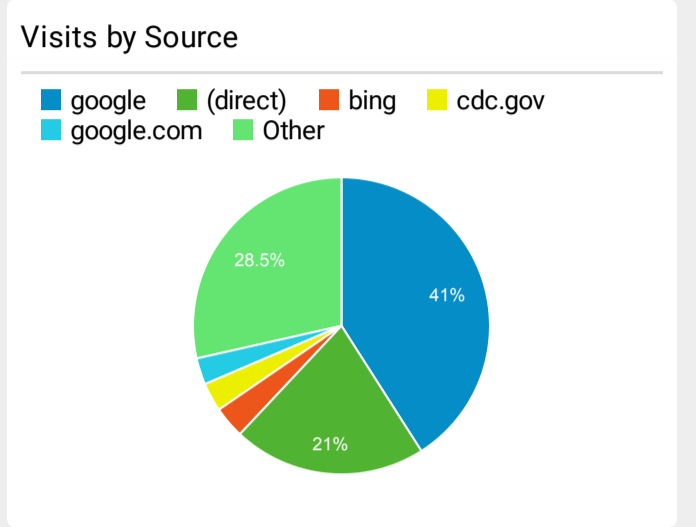
Single Site - DHS.gov
66.13%
 Avg for View: 48.63% (35.99%)

Top Pages

Page Title	Pageviews	Bounce Rate
Home Homeland Security	339,259	54.37%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	210,958	63.70%
REAL ID Homeland Security	156,676	78.70%
How to Report Suspicious Activity Homeland Security	103,628	75.76%
Frequently Asked Questions: Guidance for Travelers to Enter the U.S. Homeland Security	97,460	88.46%
Site Search Homeland Security	92,525	45.45%
Homeland Security Careers Homeland Security	82,656	38.89%
Secretary Mayorkas Designates Ukraine for Temporary Protected Status for 18 Months Homeland Security	74,020	80.95%
REAL ID FAQs Homeland Security	64,151	89.58%
Visa Waiver Program Requirements Homeland Security	59,216	81.82%

Visits by Social Network

Social Network	Sessions
Facebook	18,505
LinkedIn	12,337
Twitter	12,337
Instagram	2,467
Naver	1,234
Quora	1,234
reddit	1,234



DHS.gov Search Performance Metrics

Mar 1, 2022 - Mar 31, 2022

Single Site - DHS.gov
2.75% Sessions

Visits to DHS.gov

Single Site - DHS.gov
2,218,138
 % of Total: 2.75% (80,785,638)



Total Internal Searches

Single Site - DHS.gov
0
 % of Total: 0.00% (1,581,565)



Total External Searches (Google)

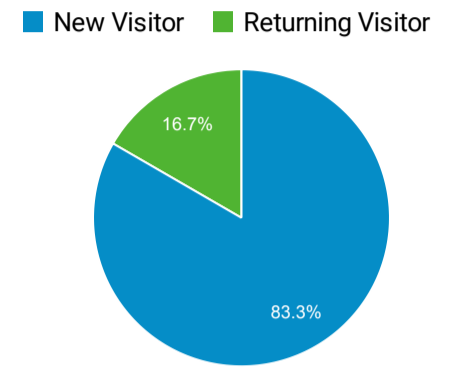
Single Site - DHS.gov
1,014,077
 % of Total: 1.26% (80,785,638)



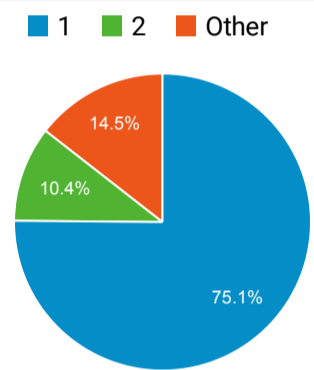
Top External Searches (Google - as reported)

Page Title	Sessions
Home Homeland Security	80,189
Blue Campaign Newsletters Homeland Security	41,945
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	40,711
REAL ID Homeland Security	34,543
Check Wait Times Homeland Security	30,842
Frequently Asked Questions: Guidance for Travelers to Enter the U.S. Homeland Security	27,141
Advance Acquisition Planning: Forecast of Contract Opportunities Homeland Security	22,206
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 Homeland Security	20,972
What Is Human Trafficking? Homeland Security	20,972
Citizenship and Immigration Services Homeland Security	17,271

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2022- 3/31/2022

Overall Customer Satisfaction Score

77.60

How would you rate your overall experience today?

71.87

Answer Choices	Responses	Points	Score
▪ Outstanding	157	100	15700
▪ Above Average	118	75	8850
▪ Average	94	50	4700
▪ Below Average	23	25	575
▪ Poor	23	0	0
Total	415		29825

Were you able to complete the purpose of your visit?

77.59

Answer Choices	Responses	Points	Score
▪ Yes	322	100	32200
▪ No	93	0	0
Total	415		32200

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

87.33

Answer Choices	Responses	Points	Score
▪ Yes	317	100	31700
▪ No	46	0	0
Total	363		31700

Will you recommend this website to a friend or colleague?

85.40

Answer Choices	Responses	Points	Score
▪ Yes	310	100	31000
▪ No	53	0	0
Total	363		31000

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

72.18

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	262	100	26200
▪ Had technical difficulties (e.g. error messages, broken links)	26	0	0
▪ Links did not take me where I expected	7	0	0
▪ Links / labels are difficult to understand, they are not intuitive	25	0	0
▪ Navigated to general area but couldn't find the specific content needed	22	0	0
▪ Too many links or navigational choices	8	0	0
▪ Would often feel lost, not know where I was	13	0	0
Total	363		26200

How was your experience using our site search?

65.68

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	111	100	11100
▪ I was not sure what words to use in my search	11	0	0
▪ Results were not helpful	22	0	0
▪ Results were not relevant to my search terms or needs	10	0	0
▪ Results were too similar / redundant	6	0	0
▪ Returned not enough or no results	4	0	0
▪ Returned too many results	5	0	0
Total	169		11100

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2022- 3/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	12	2.89%
▪ Contact information	11	2.65%
▪ Contracting opportunities	3	0.72%
▪ Cybersecurity	38	9.16%
▪ Disaster assistance	7	1.69%
▪ Email, RSS feeds, or subscription services	1	0.24%
▪ Forms or publications	12	2.89%
▪ Human trafficking	10	2.41%
▪ Immigration and citizenship	13	3.13%
▪ Information about DHS (leadership, history, etc.)	11	2.65%
▪ Jobs / career information	15	3.61%
▪ Law enforcement	11	2.65%
▪ News	8	1.93%
▪ Photographs	0	0.00%
▪ Small business resources	3	0.72%
▪ Training	140	33.73%
▪ Travel	20	4.82%
▪ Videos	10	2.41%
▪ Other	90	21.69%
Total	415	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	6	9.09%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	37	56.06%
▪ Error on page	13	19.70%
▪ Multimedia / technical problem	6	9.09%
▪ Outdated information	4	6.06%
▪ Other	0	0.00%
Total	66	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	27	7.44%
▪ Educator	10	2.75%
▪ Federal government employee	27	7.44%
▪ First responder / law enforcement official	23	6.34%
▪ Government contractor	86	23.69%
▪ International visitor	5	1.38%
▪ Job seeker	15	4.13%
▪ Media representative	0	0.00%
▪ Non-profit staff or volunteer	12	3.31%
▪ Seeking citizenship or immigration information	3	0.83%
▪ State, tribal, territorial or local government representative	8	2.20%
▪ Student	19	5.23%
▪ Traveler (domestic or international)	31	8.54%
▪ Other	97	26.72%
Total	363	100%