

## DHS.gov Web Performance Metrics

Apr 1, 2022 - Apr 30, 2022

Single Site - DHS.gov  
 3.28% Sessions

**Total Visits**  
 Single Site - DHS.gov  
**2,475,954**  
 % of Total: 3.28% (75,493,971)

**Avg. Visit Duration**  
 Single Site - DHS.gov  
**00:01:29**  
 Avg for View: 00:02:48 (-46.84%)

**Pageviews**  
 Single Site - DHS.gov  
**4,264,383**  
 % of Total: 2.43% (175,716,025)

**Unique Visitors**  
 Single Site - DHS.gov  
**1,915,936**  
 % of Total: 5.32% (36,004,515)

**Avg. Pages / Visit**  
 Single Site - DHS.gov  
**1.72**  
 Avg for View: 2.33 (-26.00%)

**Avg. Time on Page**  
 Single Site - DHS.gov  
**00:02:03**  
 Avg for View: 00:02:05 (-1.61%)

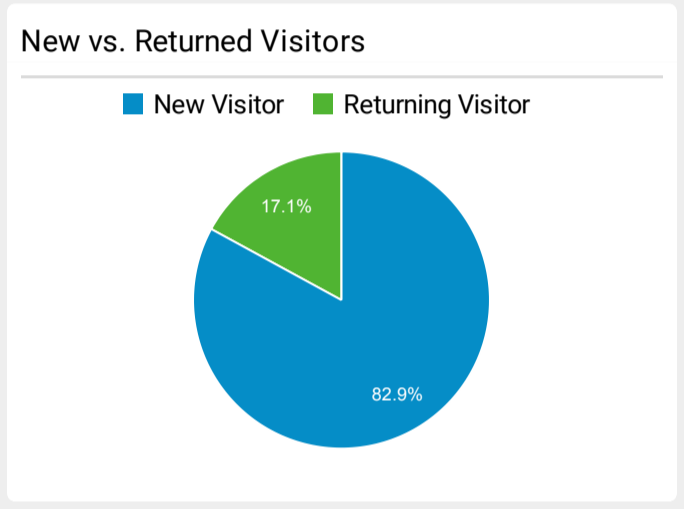
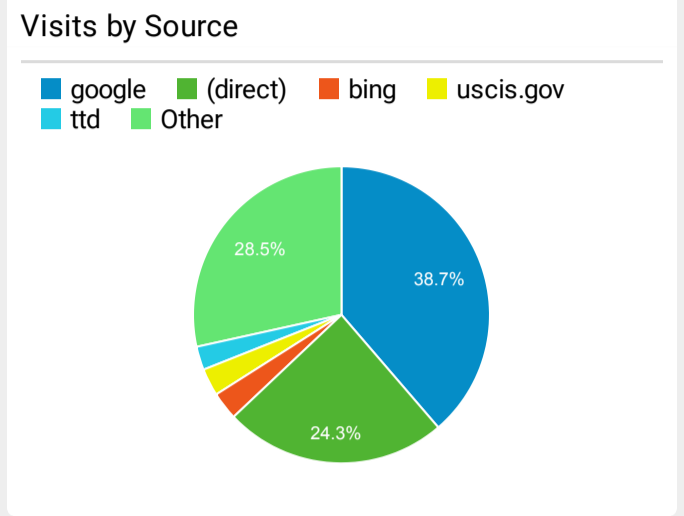
**Bounce Rate**  
 Single Site - DHS.gov  
**66.61%**  
 Avg for View: 48.84% (36.37%)

**Top Pages**

Page Title	Pageviews	Bounce Rate
Home   Homeland Security	454,237	53.96%
President Biden to Announce Uniting for Ukraine, a New Streamlined Process to Welcome Ukrainians Fleeing Russia's Invasion of Ukraine   Homeland Security	263,714	75.59%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	202,745	71.46%
Uniting for Ukraine   Homeland Security	175,349	69.65%
REAL ID   Homeland Security	133,620	75.09%
How to Report Suspicious Activity   Homeland Security	127,518	70.40%
Site Search   Homeland Security	98,693	61.11%
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	82,398	84.77%
Fact Sheet: DHS Efforts to Assist Ukrainian Nationals   Homeland Security	67,190	52.43%
REAL ID FAQs   Homeland Security	61,719	81.51%

**Visits by Social Network**

Social Network	Sessions
Facebook	51,974
Twitter	26,092
Instagram	18,741
LinkedIn	6,193
YouTube	3,947
Instagram Stories	2,405
reddit	1,748
Quora	268
Naver	159
TikTok	115




## DHS.gov Search Performance Metrics


Apr 1, 2022 - Apr 30, 2022

**Single Site - DHS.gov**  
 3.28% Sessions


**Visits to DHS.gov**  
 Single Site - DHS.gov  
**2,475,954**  
 % of Total: 3.28% (75,493,971)



**Total Internal Searches**  
 Single Site - DHS.gov  
**12**  
 % of Total: 0.00% (1,305,560)

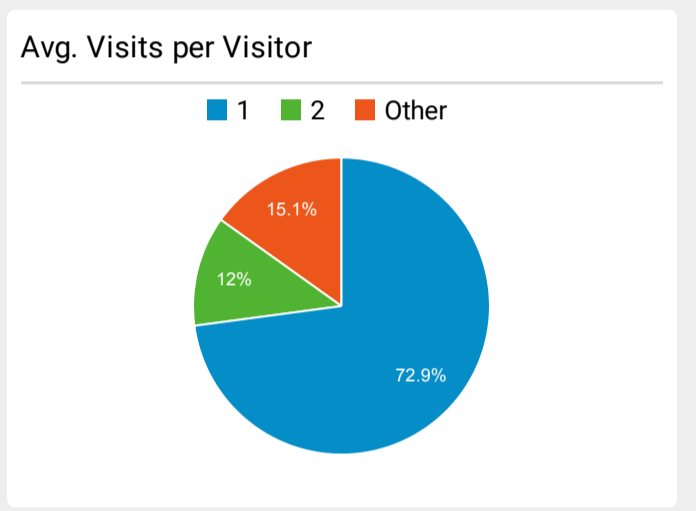
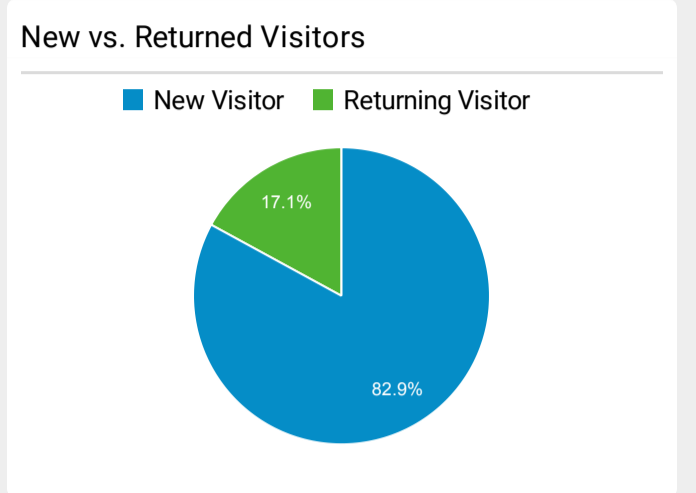


**Total External Searches (Google)**  
 Single Site - DHS.gov  
**1,068,895**  
 % of Total: 1.42% (75,493,971)



**Top External Searches (Google - as reported)**

Page Title	Sessions
Home   Homeland Security	92,721
President Biden to Announce Uniting for Ukraine, a New Streamlined Process to Welcome Ukrainians Fleeing Russia's Invasion of Ukraine   Homeland Security	50,385
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	44,586
REAL ID   Homeland Security	41,683
Blue Campaign Newsletters   Homeland Security	34,750
Apply for a U.S. Passport   Homeland Security	28,798
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	28,525
Check Wait Times   Homeland Security	24,825
DHS Extends COVID-19 Vaccination Requirements for Non-U.S. Travelers Entering the United States via Land Ports of Entry and Ferry Terminals   Homeland Security	19,399
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	17,955



# DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2022- 4/30/2022

## Overall Customer Satisfaction Score

**64.57**

### How would you rate your overall experience today?

**60.68**

Answer Choices	Responses	Points	Score
▪ Outstanding	583	100	58300
▪ Above Average	572	75	42900
▪ Average	639	50	31950
▪ Below Average	179	25	4475
▪ Poor	295	0	0
<b>Total</b>	<b>2268</b>		<b>137625</b>

### Were you able to complete the purpose of your visit?

**57.10**

Answer Choices	Responses	Points	Score
▪ Yes	1295	100	129500
▪ No	973	0	0
<b>Total</b>	<b>2268</b>		<b>129500</b>

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

**84.78**

Answer Choices	Responses	Points	Score
▪ Yes	1610	100	161000
▪ No	289	0	0
<b>Total</b>	<b>1899</b>		<b>161000</b>

### Will you recommend this website to a friend or colleague?

**77.51**

Answer Choices	Responses	Points	Score
▪ Yes	1472	100	147200
▪ No	427	0	0
<b>Total</b>	<b>1899</b>		<b>147200</b>

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

**56.82**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1079	100	107900
▪ Had technical difficulties (e.g. error messages, broken links)	78	0	0
▪ Links did not take me where I expected	59	0	0
▪ Links / labels are difficult to understand, they are not intuitive	168	0	0
▪ Navigated to general area but couldn't find the specific content needed	314	0	0
▪ Too many links or navigational choices	87	0	0
▪ Would often feel lost, not know where I was	114	0	0
<b>Total</b>	<b>1899</b>		<b>107900</b>

### How was your experience using our site search?

**45.12**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	522	100	52200
▪ I was not sure what words to use in my search	111	0	0
▪ Results were not helpful	212	0	0
▪ Results were not relevant to my search terms or needs	118	0	0
▪ Results were too similar / redundant	39	0	0
▪ Returned not enough or no results	103	0	0
▪ Returned too many results	52	0	0
<b>Total</b>	<b>1157</b>		<b>52200</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2022- 4/30/2022

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	129	5.69%
▪ Contact information	83	3.66%
▪ Contracting opportunities	33	1.46%
▪ Cybersecurity	80	3.53%
▪ Disaster assistance	36	1.59%
▪ Email, RSS feeds, or subscription services	14	0.62%
▪ Forms or publications	57	2.51%
▪ Human trafficking	70	3.09%
▪ Immigration and citizenship	291	12.83%
▪ Information about DHS (leadership, history, etc.)	48	2.12%
▪ Jobs / career information	120	5.29%
▪ Law enforcement	48	2.12%
▪ News	44	1.94%
▪ Photographs	4	0.18%
▪ Small business resources	12	0.53%
▪ Training	118	5.20%
▪ Travel	275	12.13%
▪ Videos	9	0.40%
▪ Other	797	35.14%
<b>Total</b>	<b>2268</b>	<b>100%</b>

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

Answer Choices	Responses	Percentage
▪ Bad link	23	3.46%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	549	82.56%
▪ Error on page	28	4.21%
▪ Multimedia / technical problem	18	2.71%
▪ Outdated information	47	7.07%
▪ Other	0	0.00%
<b>Total</b>	<b>665</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	133	7.00%
▪ Educator	98	5.16%
▪ Federal government employee	100	5.27%
▪ First responder / law enforcement official	71	3.74%
▪ Government contractor	74	3.90%
▪ International visitor	90	4.74%
▪ Job seeker	93	4.90%
▪ Media representative	9	0.47%
▪ Non-profit staff or volunteer	72	3.79%
▪ Seeking citizenship or immigration information	175	9.22%
▪ State, tribal, territorial or local government representative	24	1.26%
▪ Student	175	9.22%
▪ Traveler (domestic or international)	326	17.17%
▪ Other	459	24.17%
<b>Total</b>	<b>1899</b>	<b>100%</b>