

## DHS.gov Web Performance Metrics

Jun 1, 2022 - Jun 30, 2022

Single Site - DHS.gov  
 3.30% Sessions

### Total Visits

Single Site - DHS.gov  
**2,554,754**  
 % of Total: 3.30% (77,364,149)

### Avg. Visit Duration

Single Site - DHS.gov  
**00:01:11**  
 Avg for View: 00:02:48 (-57.75%)

### Pageviews

Single Site - DHS.gov  
**4,113,513**  
 % of Total: 2.32% (177,299,762)

### Unique Visitors

Single Site - DHS.gov  
**2,081,102**  
 % of Total: 5.47% (38,032,415)

### Avg. Pages / Visit

Single Site - DHS.gov  
**1.61**  
 Avg for View: 2.29 (-29.74%)

### Avg. Time on Page

Single Site - DHS.gov  
**00:01:56**  
 Avg for View: 00:02:09 (-9.84%)

### Bounce Rate

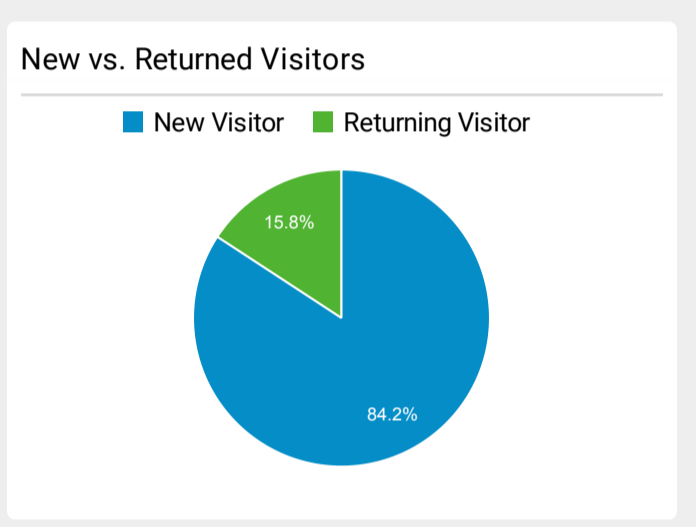
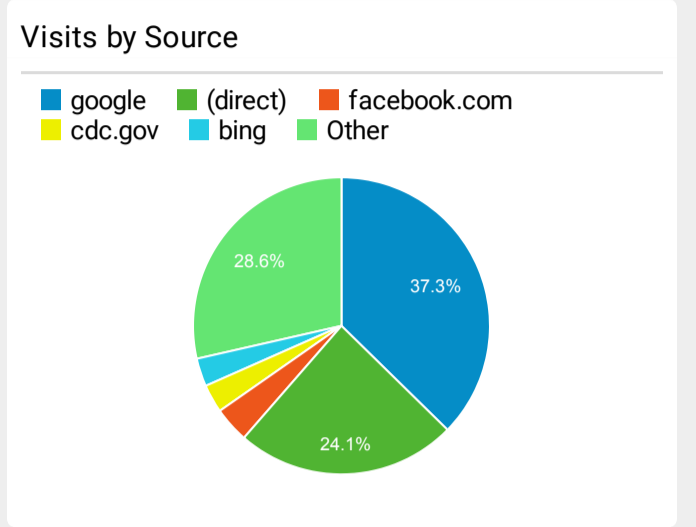
Single Site - DHS.gov  
**69.54%**  
 Avg for View: 48.94% (42.08%)

### Top Pages

Page Title	Pageviews	Bounce Rate
Home   Homeland Security	385,769	54.50%
REAL ID   Homeland Security	259,777	73.74%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	189,248	72.34%
DHS Issues National Terrorism Advisory System (NTAS) Bulletin   Homeland Security	152,455	86.97%
How to Report Suspicious Activity   Homeland Security	100,364	74.63%
Uniting for Ukraine   Homeland Security	82,384	60.45%
National Terrorism Advisory System   Homeland Security	71,534	76.22%
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	70,527	80.12%
Site Search   Homeland Security	69,239	72.66%
REAL ID FAQs   Homeland Security	62,124	86.52%

### Visits by Social Network

Social Network	Sessions
Facebook	47,189
Twitter	19,680
reddit	8,828
LinkedIn	4,183
Instagram	2,732
YouTube	2,058
Snapchat	385
Instagram Stories	344
Quora	299
Naver	113



## DHS.gov Search Performance Metrics

Jun 1, 2022 - Jun 30, 2022

Single Site - DHS.gov  
 3.30% Sessions

### Visits to DHS.gov

Single Site - DHS.gov  
**2,554,754**  
 % of Total: 3.30% (77,364,149)

### Total Internal Searches

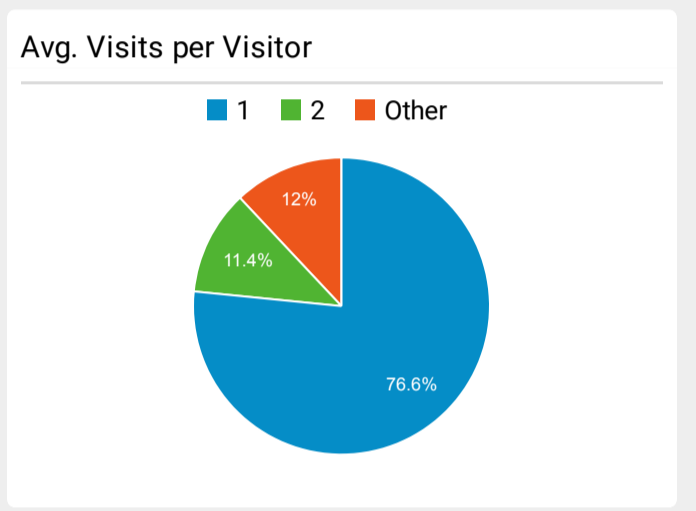
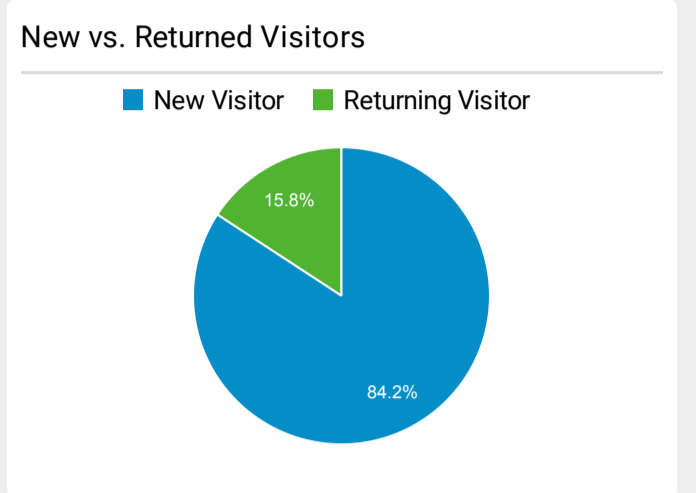
Single Site - DHS.gov  
**4**  
 % of Total: 0.00% (1,258,294)

### Total External Searches (Google)

Single Site - DHS.gov  
**1,063,860**  
 % of Total: 1.38% (77,364,149)

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

Page Title	Sessions
Home   Homeland Security	95,353
National Terrorism Advisory System Bulletin - June 7, 2022   Homeland Security	72,688
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	51,432
REAL ID   Homeland Security	48,232
DHS Issues National Terrorism Advisory System (NTAS) Bulletin   Homeland Security	31,162
Check Wait Times   Homeland Security	26,546
REAL ID FAQs   Homeland Security	26,298
National Terrorism Advisory System   Homeland Security	26,121
Apply for a U.S. Passport   Homeland Security	25,443
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	23,603



# DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2022- 6/30/2022

## Overall Customer Satisfaction Score

**68.03**

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

**64.45**

Answer Choices	Responses	Points	Score
▪ Outstanding	806	100	80600
▪ Above Average	695	75	52125
▪ Average	767	50	38350
▪ Below Average	156	25	3900
▪ Poor	291	0	0
<b>Total</b>	<b>2715</b>		<b>174975</b>

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

**62.91**

Answer Choices	Responses	Points	Score
▪ Yes	1708	100	170800
▪ No	1007	0	0
<b>Total</b>	<b>2715</b>		<b>170800</b>

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

**85.66**

Answer Choices	Responses	Points	Score
▪ Yes	1936	100	193600
▪ No	324	0	0
<b>Total</b>	<b>2260</b>		<b>193600</b>

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

**80.71**

Answer Choices	Responses	Points	Score
▪ Yes	1824	100	182400
▪ No	436	0	0
<b>Total</b>	<b>2260</b>		<b>182400</b>

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

**59.34**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1341	100	134100
▪ Had technical difficulties (e.g. error messages, broken links)	86	0	0
▪ Links did not take me where I expected	76	0	0
▪ Links / labels are difficult to understand, they are not intuitive	199	0	0
▪ Navigated to general area but couldn't find the specific content needed	315	0	0
▪ Too many links or navigational choices	110	0	0
▪ Would often feel lost, not know where I was	133	0	0
<b>Total</b>	<b>2260</b>		<b>134100</b>

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

**49.14**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	658	100	65800
▪ I was not sure what words to use in my search	130	0	0
▪ Results were not helpful	232	0	0
▪ Results were not relevant to my search terms or needs	112	0	0
▪ Results were too similar / redundant	38	0	0
▪ Returned not enough or no results	111	0	0
▪ Returned too many results	58	0	0
<b>Total</b>	<b>1339</b>		<b>65800</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2022- 6/30/2022

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	146	5.38%
▪ Contact information	116	4.27%
▪ Contracting opportunities	25	0.92%
▪ Cybersecurity	87	3.20%
▪ Disaster assistance	33	1.22%
▪ Email, RSS feeds, or subscription services	31	1.14%
▪ Forms or publications	91	3.35%
▪ Human trafficking	76	2.80%
▪ Immigration and citizenship	175	6.45%
▪ Information about DHS (leadership, history, etc.)	72	2.65%
▪ Jobs / career information	192	7.07%
▪ Law enforcement	66	2.43%
▪ News	111	4.09%
▪ Photographs	4	0.15%
▪ Small business resources	15	0.55%
▪ Training	149	5.49%
▪ Travel	419	15.43%
▪ Videos	17	0.63%
▪ Other	890	32.78%
<b>Total</b>	<b>2715</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	34	4.96%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	554	80.76%
▪ Error on page	38	5.54%
▪ Multimedia / technical problem	21	3.06%
▪ Outdated information	39	5.69%
▪ Other	0	0.00%
<b>Total</b>	<b>686</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	182	8.05%
▪ Educator	139	6.15%
▪ Federal government employee	140	6.19%
▪ First responder / law enforcement official	100	4.42%
▪ Government contractor	121	5.35%
▪ International visitor	91	4.03%
▪ Job seeker	138	6.11%
▪ Media representative	14	0.62%
▪ Non-profit staff or volunteer	76	3.36%
▪ Seeking citizenship or immigration information	95	4.20%
▪ State, tribal, territorial or local government representative	36	1.59%
▪ Student	186	8.23%
▪ Traveler (domestic or international)	426	18.85%
▪ Other	516	22.83%
<b>Total</b>	<b>2260</b>	<b>100%</b>