

DHS.gov Web Performance Metrics

Aug 1, 2022 - Aug 31, 2022

Single Site - DHS.gov
 3.04% Sessions

Total Visits

Single Site - DHS.gov
2,549,165
 % of Total: 3.04% (83,963,740)

Avg. Visit Duration

Single Site - DHS.gov
00:01:01
 Avg for View: 00:02:49 (-64.08%)

Pageviews

Single Site - DHS.gov
4,107,243
 % of Total: 2.09% (196,966,800)

Unique Visitors

Single Site - DHS.gov
2,022,591
 % of Total: 5.05% (40,087,565)

Avg. Pages / Visit

Single Site - DHS.gov
1.61
 Avg for View: 2.35 (-31.32%)

Avg. Time on Page

Single Site - DHS.gov
00:01:39
 Avg for View: 00:02:04 (-20.30%)

Bounce Rate

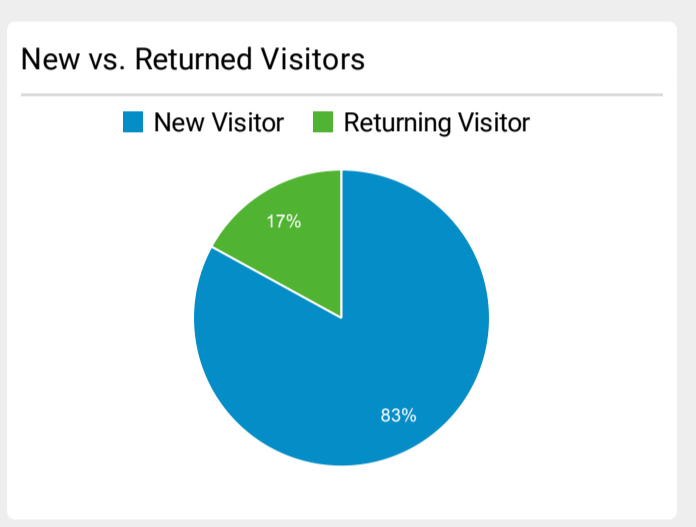
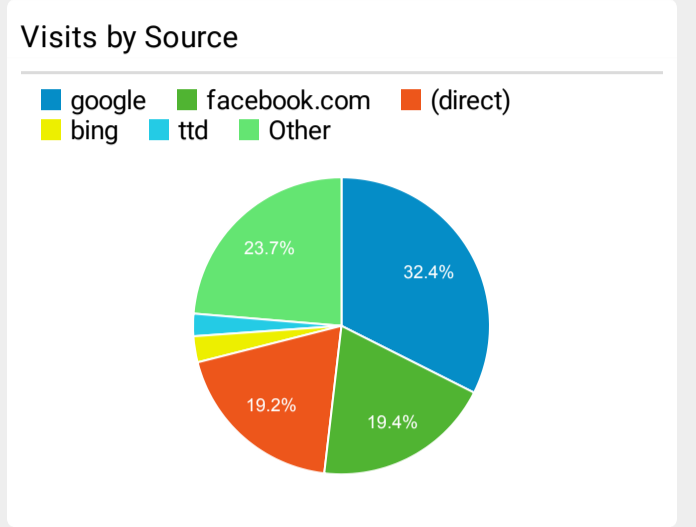
Single Site - DHS.gov
70.75%
 Avg for View: 48.18% (46.85%)

Top Pages

Page Title	Pageviews	Bounce Rate
Exploitation and How to Protect Yourself Homeland Security	441,639	87.99%
Home Homeland Security	363,295	61.73%
REAL ID Homeland Security	254,083	67.40%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	123,425	71.84%
How to Report Suspicious Activity Homeland Security	116,205	71.77%
General Public Indicators Training Course Homeland Security	75,604	91.94%
REAL ID FAQs Homeland Security	68,625	86.32%
Site Search Homeland Security	68,136	69.74%
Blue Campaign Consequences Training Homeland Security	67,102	91.02%
Are You REAL ID Ready? Homeland Security	67,092	82.65%

Visits by Social Network

Social Network	Sessions
Facebook	12,201
Twitter	6,194
LinkedIn	3,834
reddit	2,538
Instagram	685
YouTube	583
Quora	219
Instagram Stories	156
Naver	103
TripAdvisor	37



DHS.gov Search Performance Metrics

Aug 1, 2022 - Aug 31, 2022

Single Site - DHS.gov
 3.04% Sessions

Visits to DHS.gov

Single Site - DHS.gov
2,549,165
 % of Total: 3.04% (83,963,740)

Total Internal Searches

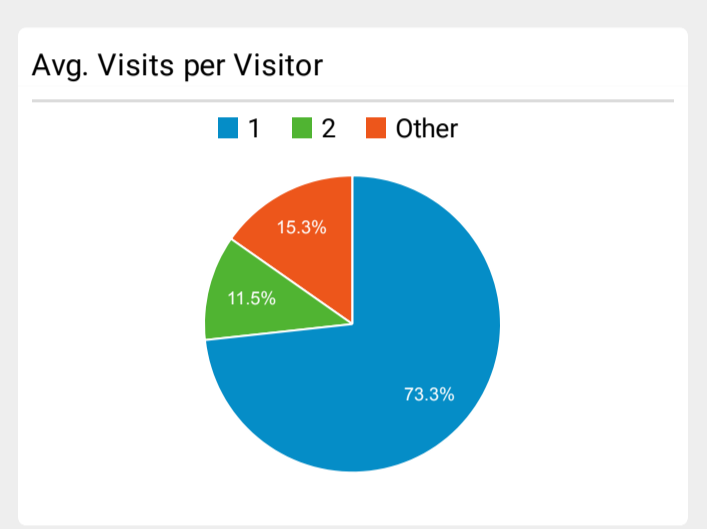
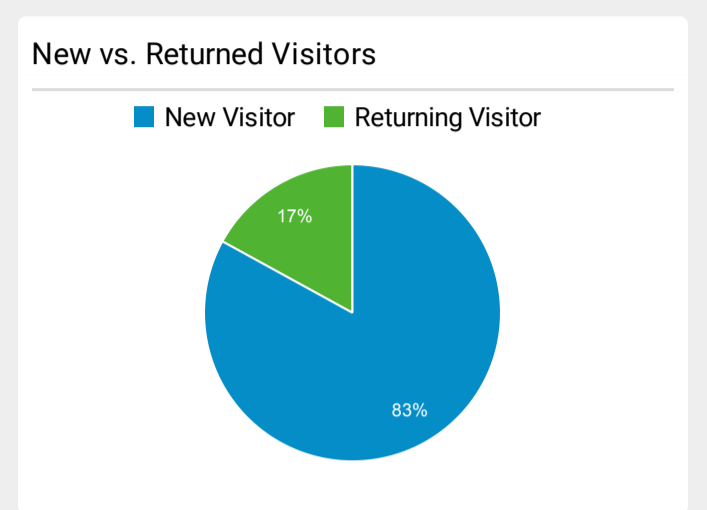
Single Site - DHS.gov
45,142
 % of Total: 3.12% (1,447,372)

Total External Searches (Google)

Single Site - DHS.gov
930,163
 % of Total: 1.11% (83,963,740)

Top External Searches (Google - as reported)

Page Title	Sessions
Home Homeland Security	67,173
REAL ID Homeland Security	53,765
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	34,573
REAL ID FAQs Homeland Security	30,440
Check Wait Times Homeland Security	28,646
Enhanced Drivers Licenses: What Are They? Homeland Security	20,814
Frequently Asked Questions: Guidance for Travelers to Enter the U.S. Homeland Security	20,410
Check Immigration Case Status Homeland Security	18,335
Homeland Security Careers Homeland Security	17,468
Apply for a U.S. Passport Homeland Security	16,392



DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2022- 8/31/2022

Overall Customer Satisfaction Score

67.63

How would you rate your overall experience today?

64.05

Answer Choices	Responses	Points	Score
▪ Outstanding	826	100	82600
▪ Above Average	740	75	55500
▪ Average	823	50	41150
▪ Below Average	201	25	5025
▪ Poor	287	0	0
Total	2877		184275

Were you able to complete the purpose of your visit?

61.35

Answer Choices	Responses	Points	Score
▪ Yes	1765	100	176500
▪ No	1112	0	0
Total	2877		176500

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	2038	100	203800
▪ No	366	0	0
Total	2404		203800

Will you recommend this website to a friend or colleague?

79.58

Answer Choices	Responses	Points	Score
▪ Yes	1913	100	191300
▪ No	491	0	0
Total	2404		191300

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

60.15

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1446	100	144600
▪ Had technical difficulties (e.g. error messages, broken links)	119	0	0
▪ Links did not take me where I expected	76	0	0
▪ Links / labels are difficult to understand, they are not intuitive	225	0	0
▪ Navigated to general area but couldn't find the specific content needed	312	0	0
▪ Too many links or navigational choices	96	0	0
▪ Would often feel lost, not know where I was	130	0	0
Total	2404		144600

How was your experience using our site search?

51.02

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	726	100	72600
▪ I was not sure what words to use in my search	158	0	0
▪ Results were not helpful	211	0	0
▪ Results were not relevant to my search terms or needs	144	0	0
▪ Results were too similar / redundant	46	0	0
▪ Returned not enough or no results	95	0	0
▪ Returned too many results	43	0	0
Total	1423		72600

DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2022- 8/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	152	5.28%
▪ Contact information	114	3.96%
▪ Contracting opportunities	28	0.97%
▪ Cybersecurity	114	3.96%
▪ Disaster assistance	33	1.15%
▪ Email, RSS feeds, or subscription services	18	0.63%
▪ Forms or publications	73	2.54%
▪ Human trafficking	124	4.31%
▪ Immigration and citizenship	212	7.37%
▪ Information about DHS (leadership, history, etc.)	75	2.61%
▪ Jobs / career information	210	7.30%
▪ Law enforcement	69	2.40%
▪ News	57	1.98%
▪ Photographs	12	0.42%
▪ Small business resources	17	0.59%
▪ Training	184	6.40%
▪ Travel	436	15.15%
▪ Videos	21	0.73%
▪ Other	928	32.26%
Total	2877	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	37	4.93%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	570	76.00%
▪ Error on page	55	7.33%
▪ Multimedia / technical problem	27	3.60%
▪ Outdated information	61	8.13%
▪ Other	0	0.00%
Total	750	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	164	6.82%
▪ Educator	123	5.12%
▪ Federal government employee	152	6.32%
▪ First responder / law enforcement official	105	4.37%
▪ Government contractor	137	5.70%
▪ International visitor	86	3.58%
▪ Job seeker	179	7.45%
▪ Media representative	14	0.58%
▪ Non-profit staff or volunteer	91	3.79%
▪ Seeking citizenship or immigration information	116	4.83%
▪ State, tribal, territorial or local government representative	36	1.50%
▪ Student	187	7.78%
▪ Traveler (domestic or international)	504	20.97%
▪ Other	510	21.21%
Total	2404	100%