

DHS.gov Web Performance Metrics

Oct 1, 2022 - Oct 31, 2022

Single Site - DHS.gov
2.28% Sessions

Total Visits
Single Site - DHS.gov
2,264,050
% of Total: 2.28% (99,368,254)

Avg. Visit Duration
Single Site - DHS.gov
00:01:24
Avg for View: 00:03:26 (-58.96%)

Pageviews
Single Site - DHS.gov
3,918,739
% of Total: 1.03% (380,947,190)

Unique Visitors
Single Site - DHS.gov
1,844,199
% of Total: 3.78% (48,739,975)

Avg. Pages / Visit
Single Site - DHS.gov
1.73
Avg for View: 3.83 (-54.85%)

Avg. Time on Page
Single Site - DHS.gov
00:01:55
Avg for View: 00:01:12 (59.90%)

Bounce Rate
Single Site - DHS.gov
64.07%
Avg for View: 45.50% (40.82%)

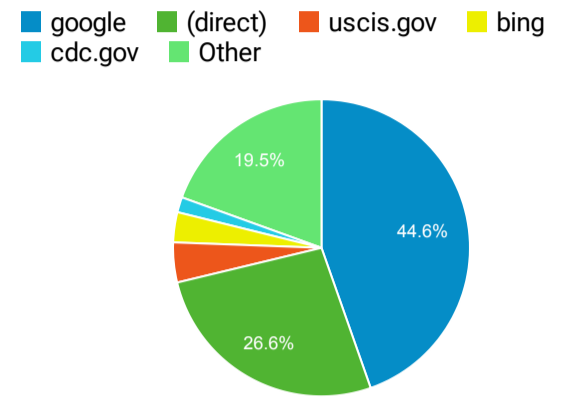
Top Pages

Page Title	Pageviews	Bounce Rate
Home Homeland Security	387,434	56.14%
DHS Announces New Migration Enforcement Processes for Venezuelans Homeland Security	304,860	65.26%
REAL ID Homeland Security	231,904	65.08%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	105,232	75.86%
REAL ID FAQs Homeland Security	71,197	85.57%
Are You REAL ID Ready? Homeland Security	66,974	78.65%
Check Wait Times Homeland Security	66,233	58.30%
Visa Waiver Program Requirements Homeland Security	61,486	76.48%
DHS Anuncia Nuevo Proceso de Control Migratorio para Venezolanos Homeland Security	51,282	62.74%
Apply for a U.S. Passport Homeland Security	50,799	19.02%

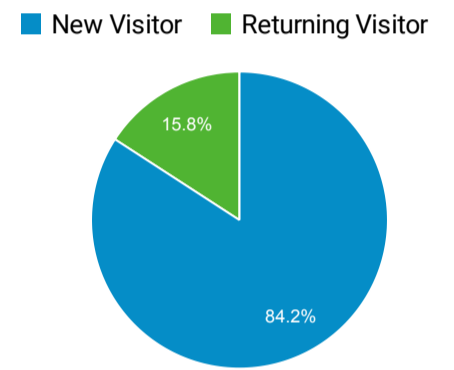
Visits by Social Network

Social Network	Sessions
Twitter	27,990
Facebook	17,888
Instagram	8,363
LinkedIn	4,498
YouTube	3,246
reddit	816
Instagram Stories	801
Quora	687
Naver	116
Vkontakte	40

Visits by Source



New vs. Returned Visitors



DHS.gov Search Performance Metrics

Oct 1, 2022 - Oct 31, 2022

Single Site - DHS.gov
2.28% Sessions

Visits to DHS.gov

Single Site - DHS.gov

2,264,050

% of Total: 2.28% (99,368,254)



Total Internal Searches

Single Site - DHS.gov

61,070

% of Total: 4.02% (1,520,629)



Total External Searches (Google)

Single Site - DHS.gov

1,108,060

% of Total: 1.12% (99,368,254)

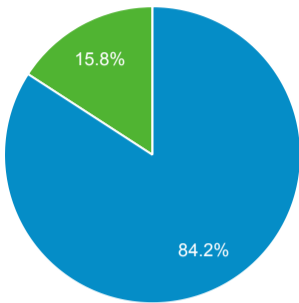


Top External Searches (Google - as reported)

Page Title	Sessions
Home Homeland Security	81,857
REAL ID Homeland Security	53,376
Apply for a U.S. Passport Homeland Security	37,684
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	36,598
Check Wait Times Homeland Security	33,818
DHS Announces New Migration Enforcement Process for Venezuelans Homeland Security	33,244
REAL ID FAQs Homeland Security	28,879
Check Immigration Case Status Homeland Security	21,428
Enhanced Drivers Licenses: What Are They? Homeland Security	20,128
Frequently Asked Questions: Guidance for Travelers to Enter the U.S. Homeland Security	19,874

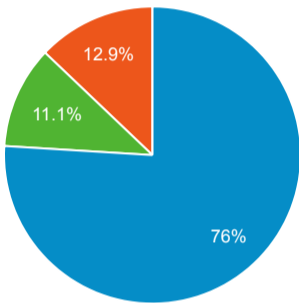
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2022- 10/31/2022

Overall Customer Satisfaction Score

71.37

How would you rate your overall experience today?

67.11

Answer Choices	Responses	Points	Score
▪ Outstanding	895	100	89500
▪ Above Average	726	75	54450
▪ Average	705	50	35250
▪ Below Average	147	25	3675
▪ Poor	252	0	0
Total	2725		182875

Were you able to complete the purpose of your visit?

67.85

Answer Choices	Responses	Points	Score
▪ Yes	1849	100	184900
▪ No	876	0	0
Total	2725		184900

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

86.95

Answer Choices	Responses	Points	Score
▪ Yes	1992	100	199200
▪ No	299	0	0
Total	2291		199200

Will you recommend this website to a friend or colleague?

83.59

Answer Choices	Responses	Points	Score
▪ Yes	1915	100	191500
▪ No	376	0	0
Total	2291		191500

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

63.73

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1460	100	146000
▪ Had technical difficulties (e.g. error messages, broken links)	88	0	0
▪ Links did not take me where I expected	70	0	0
▪ Links / labels are difficult to understand, they are not intuitive	192	0	0
▪ Navigated to general area but couldn't find the specific content needed	301	0	0
▪ Too many links or navigational choices	89	0	0
▪ Would often feel lost, not know where I was	91	0	0
Total	2291		146000

How was your experience using our site search?

53.08

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	724	100	72400
▪ I was not sure what words to use in my search	138	0	0
▪ Results were not helpful	199	0	0
▪ Results were not relevant to my search terms or needs	124	0	0
▪ Results were too similar / redundant	36	0	0
▪ Returned not enough or no results	81	0	0
▪ Returned too many results	62	0	0
Total	1364		72400

DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2022- 10/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	134	4.92%
▪ Contact information	90	3.30%
▪ Contracting opportunities	40	1.47%
▪ Cybersecurity	146	5.36%
▪ Disaster assistance	71	2.61%
▪ Email, RSS feeds, or subscription services	11	0.40%
▪ Forms or publications	75	2.75%
▪ Human trafficking	59	2.17%
▪ Immigration and citizenship	276	10.13%
▪ Information about DHS (leadership, history, etc.)	102	3.74%
▪ Jobs / career information	172	6.31%
▪ Law enforcement	58	2.13%
▪ News	53	1.94%
▪ Photographs	11	0.40%
▪ Small business resources	22	0.81%
▪ Training	278	10.20%
▪ Travel	317	11.63%
▪ Videos	34	1.25%
▪ Other	776	28.48%
Total	2725	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	27	4.50%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	475	79.17%
▪ Error on page	33	5.50%
▪ Multimedia / technical problem	23	3.83%
▪ Outdated information	42	7.00%
▪ Other	0	0.00%
Total	600	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	222	9.69%
▪ Educator	120	5.24%
▪ Federal government employee	148	6.46%
▪ First responder / law enforcement official	76	3.32%
▪ Government contractor	176	7.68%
▪ International visitor	73	3.19%
▪ Job seeker	168	7.33%
▪ Media representative	13	0.57%
▪ Non-profit staff or volunteer	65	2.84%
▪ Seeking citizenship or immigration information	157	6.85%
▪ State, tribal, territorial or local government representative	43	1.88%
▪ Student	231	10.08%
▪ Traveler (domestic or international)	348	15.19%
▪ Other	451	19.69%
Total	2291	100%