

DHS.gov Web Performance Metrics

Nov 1, 2022 - Nov 30, 2022

Single Site - DHS.gov  
2.39% Sessions

Total Visits

Single Site - DHS.gov  
**1,859,905**  
% of Total: 2.39% (77,933,384)



Avg. Visit Duration

Single Site - DHS.gov  
**00:01:19**  
Avg for View: 00:02:45 (-52.20%)



Pageviews

Single Site - DHS.gov  
**3,248,786**  
% of Total: 1.64% (197,763,904)



Unique Visitors

Single Site - DHS.gov  
**1,562,257**  
% of Total: 3.92% (39,811,017)



Avg. Pages / Visit

Single Site - DHS.gov  
**1.75**  
Avg for View: 2.54 (-31.17%)



Avg. Time on Page

Single Site - DHS.gov  
**00:01:45**  
Avg for View: 00:01:46 (-0.70%)



Bounce Rate

Single Site - DHS.gov  
**64.22%**  
Avg for View: 49.05% (30.93%)



Top Pages

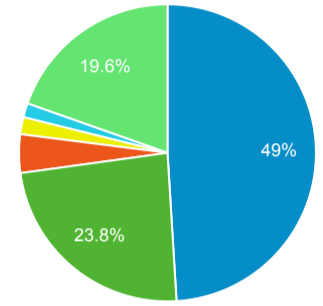
Page Title	Pageviews	Bounce Rate
Home   Homeland Security	320,149	58.10%
REAL ID   Homeland Security	256,909	64.33%
REAL ID FAQs   Homeland Security	78,472	85.16%
Are You REAL ID Ready?   Homeland Security	73,955	78.31%
Check Wait Times   Homeland Security	70,644	55.74%
Visa Waiver Program Requirements   Homeland Security	66,770	77.53%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	63,750	75.63%
Apply for a U.S. Passport   Homeland Security	52,985	17.96%
Homeland Security Careers   Homeland Security	40,567	20.78%
Visa Waiver Program   Homeland Security	40,261	41.12%

Visits by Social Network

Social Network	Sessions
Facebook	8,998
Twitter	4,754
LinkedIn	3,412
Instagram	1,303
reddit	627
YouTube	448
Quora	264
Naver	108
Instagram Stories	47
Vkontakte	46

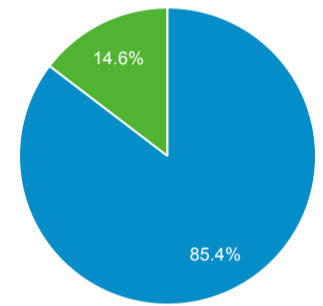
Visits by Source

google (direct) bing uscis.gov  
aa.com Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Nov 1, 2022 - Nov 30, 2022

Single Site - DHS.gov  
2.39% Sessions

Visits to DHS.gov

Single Site - DHS.gov  
**1,859,905**  
% of Total: 2.39% (77,933,384)



Total Internal Searches

Single Site - DHS.gov  
**56,853**  
% of Total: 4.27% (1,332,252)



Total External Searches (Google)

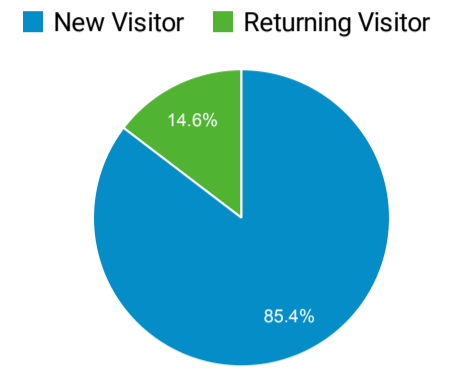
Single Site - DHS.gov  
**1,005,692**  
% of Total: 1.29% (77,933,384)



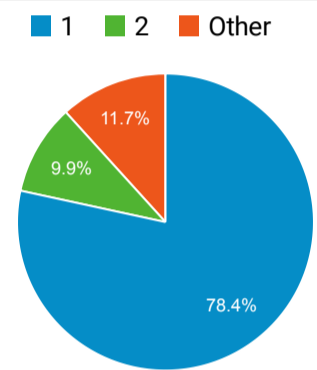
Top External Searches (Google - as reported)

Page Title	Sessions
Home   Homeland Security	65,505
REAL ID   Homeland Security	63,116
Apply for a U.S. Passport   Homeland Security	40,541
Check Wait Times   Homeland Security	39,150
REAL ID FAQs   Homeland Security	31,248
Visa Waiver Program Requirements   Homeland Security	23,787
Enhanced Drivers Licenses: What Are They?   Homeland Security	21,600
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	17,806
What Is Human Trafficking?   Homeland Security	15,596
Check Immigration Case Status   Homeland Security	15,325

New vs. Returned Visitors



Avg. Visits per Visitor



# DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2022- 11/30/2022

## Overall Customer Satisfaction Score

**66.09**

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

**62.45**

Answer Choices	Responses	Points	Score
▪ Outstanding	660	100	66000
▪ Above Average	611	75	45825
▪ Average	726	50	36300
▪ Below Average	185	25	4625
▪ Poor	264	0	0
<b>Total</b>	<b>2446</b>		<b>152750</b>

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

**60.59**

Answer Choices	Responses	Points	Score
▪ Yes	1482	100	148200
▪ No	964	0	0
<b>Total</b>	<b>2446</b>		<b>148200</b>

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

**84.24**

Answer Choices	Responses	Points	Score
▪ Yes	1679	100	167900
▪ No	314	0	0
<b>Total</b>	<b>1993</b>		<b>167900</b>

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

**78.58**

Answer Choices	Responses	Points	Score
▪ Yes	1566	100	156600
▪ No	427	0	0
<b>Total</b>	<b>1993</b>		<b>156600</b>

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

**57.30**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1142	100	114200
▪ Had technical difficulties (e.g. error messages, broken links)	97	0	0
▪ Links did not take me where I expected	79	0	0
▪ Links / labels are difficult to understand, they are not intuitive	185	0	0
▪ Navigated to general area but couldn't find the specific content needed	304	0	0
▪ Too many links or navigational choices	75	0	0
▪ Would often feel lost, not know where I was	111	0	0
<b>Total</b>	<b>1993</b>		<b>114200</b>

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

**48.23**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	572	100	57200
▪ I was not sure what words to use in my search	124	0	0
▪ Results were not helpful	199	0	0
▪ Results were not relevant to my search terms or needs	110	0	0
▪ Results were too similar / redundant	50	0	0
▪ Returned not enough or no results	80	0	0
▪ Returned too many results	51	0	0
<b>Total</b>	<b>1186</b>		<b>57200</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2022- 11/30/2022

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	120	4.91%
▪ Contact information	88	3.60%
▪ Contracting opportunities	21	0.86%
▪ Cybersecurity	116	4.74%
▪ Disaster assistance	47	1.92%
▪ Email, RSS feeds, or subscription services	23	0.94%
▪ Forms or publications	75	3.07%
▪ Human trafficking	85	3.48%
▪ Immigration and citizenship	202	8.26%
▪ Information about DHS (leadership, history, etc.)	77	3.15%
▪ Jobs / career information	154	6.30%
▪ Law enforcement	51	2.09%
▪ News	54	2.21%
▪ Photographs	7	0.29%
▪ Small business resources	16	0.65%
▪ Training	134	5.48%
▪ Travel	373	15.25%
▪ Videos	12	0.49%
▪ Other	791	32.34%
<b>Total</b>	<b>2446</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	25	3.82%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	513	78.32%
▪ Error on page	40	6.11%
▪ Multimedia / technical problem	38	5.80%
▪ Outdated information	39	5.95%
▪ Other	0	0.00%
<b>Total</b>	<b>655</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	155	7.78%
▪ Educator	118	5.92%
▪ Federal government employee	154	7.73%
▪ First responder / law enforcement official	84	4.21%
▪ Government contractor	88	4.42%
▪ International visitor	61	3.06%
▪ Job seeker	126	6.32%
▪ Media representative	15	0.75%
▪ Non-profit staff or volunteer	63	3.16%
▪ Seeking citizenship or immigration information	94	4.72%
▪ State, tribal, territorial or local government representative	27	1.35%
▪ Student	260	13.05%
▪ Traveler (domestic or international)	367	18.41%
▪ Other	381	19.12%
<b>Total</b>	<b>1993</b>	<b>100%</b>