

DHS.gov Web Performance Metrics

Mar 1, 2023 - Mar 31, 2023

Single Site - DHS.gov
2.22% Sessions

Total Visits

Single Site - DHS.gov
2,167,000
% of Total: 2.22% (97,785,377)



Avg. Visit Duration

Single Site - DHS.gov
00:01:23
Avg for View: 00:02:41 (-48.70%)



Pageviews

Single Site - DHS.gov
3,840,619
% of Total: 1.76% (218,145,194)



Unique Visitors

Single Site - DHS.gov
1,809,704
% of Total: 3.85% (46,971,678)



Avg. Pages / Visit

Single Site - DHS.gov
1.77
Avg for View: 2.23 (-20.55%)



Avg. Time on Page

Single Site - DHS.gov
00:01:47
Avg for View: 00:02:09 (-17.33%)



Bounce Rate

Single Site - DHS.gov
65.47%
Avg for View: 48.40% (35.28%)



Top Pages

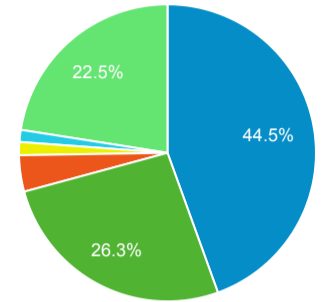
Page Title	Pageviews	Bounce Rate
Home Homeland Security	401,467	59.58%
REAL ID Homeland Security	144,696	69.41%
Blue Campaign Homeland Security	119,248	84.02%
REAL ID FAQs Homeland Security	84,616	87.08%
Visa Waiver Program Requirements Homeland Security	84,445	76.99%
Apply for a U.S. Passport Homeland Security	63,116	18.32%
What Is Human Trafficking? Homeland Security	60,382	85.39%
Visa Waiver Program Homeland Security	50,731	41.80%
Check Wait Times Homeland Security	50,265	57.41%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	49,233	76.68%

Visits by Social Network

Social Network	Sessions
Facebook	28,538
LinkedIn	3,927
Twitter	2,801
Instagram	2,102
YouTube	1,661
Instagram Stories	789
reddit	680
Naver	181
Quora	161
TripAdvisor	42

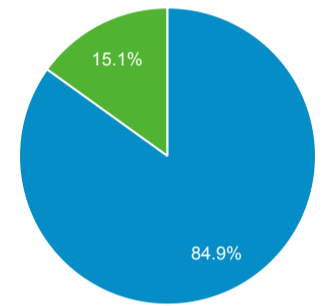
Visits by Source

google (direct) bing uscis.gov
tsa.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Mar 1, 2023 - Mar 31, 2023

Single Site - DHS.gov
2.22% Sessions

Visits to DHS.gov

Single Site - DHS.gov

2,167,000

% of Total: 2.22% (97,785,377)



Total Internal Searches

Single Site - DHS.gov

70,829

% of Total: 4.06% (1,745,030)



Total External Searches (Google)

Single Site - DHS.gov

1,028,838

% of Total: 1.05% (97,785,377)

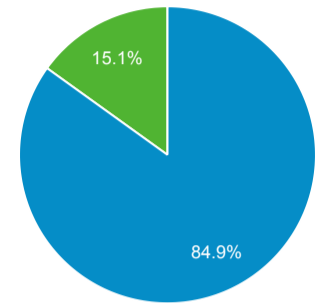


Top External Searches (Google - as reported)

Page Title	Sessions
Home Homeland Security	70,878
Blue Campaign Homeland Security	59,962
Apply for a U.S. Passport Homeland Security	49,124
REAL ID FAQs Homeland Security	43,641
Enhanced Drivers Licenses: What Are They? Homeland Security	29,429
Electronic System for Travel Authorization (ESTA) Homeland Security	24,196
Visa Waiver Program Requirements Homeland Security	22,251
Check Wait Times Homeland Security	18,521
Homeland Security Careers Homeland Security	18,211
What Is Human Trafficking? Homeland Security	18,118

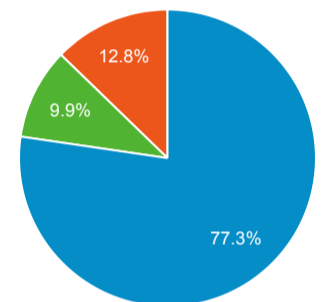
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2023- 3/31/2023

Overall Customer Satisfaction Score

68.38

How would you rate your overall experience today?

64.60

Answer Choices	Responses	Points	Score
▪ Outstanding	865	100	86500
▪ Above Average	788	75	59100
▪ Average	855	50	42750
▪ Below Average	205	25	5125
▪ Poor	282	0	0
Total	2995		193475

Were you able to complete the purpose of your visit?

62.30

Answer Choices	Responses	Points	Score
▪ Yes	1866	100	186600
▪ No	1129	0	0
Total	2995		186600

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

85.90

Answer Choices	Responses	Points	Score
▪ Yes	2114	100	211400
▪ No	347	0	0
Total	2461		211400

Will you recommend this website to a friend or colleague?

81.88

Answer Choices	Responses	Points	Score
▪ Yes	2015	100	201500
▪ No	446	0	0
Total	2461		201500

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

60.18

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1481	100	148100
▪ Had technical difficulties (e.g. error messages, broken links)	126	0	0
▪ Links did not take me where I expected	88	0	0
▪ Links / labels are difficult to understand, they are not intuitive	218	0	0
▪ Navigated to general area but couldn't find the specific content needed	317	0	0
▪ Too many links or navigational choices	85	0	0
▪ Would often feel lost, not know where I was	146	0	0
Total	2461		148100

How was your experience using our site search?

50.17

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	735	100	73500
▪ I was not sure what words to use in my search	155	0	0
▪ Results were not helpful	226	0	0
▪ Results were not relevant to my search terms or needs	135	0	0
▪ Results were too similar / redundant	58	0	0
▪ Returned not enough or no results	95	0	0
▪ Returned too many results	61	0	0
Total	1465		73500

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2023- 3/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	113	3.77%
▪ Contact information	100	3.34%
▪ Contracting opportunities	40	1.34%
▪ Cybersecurity	134	4.47%
▪ Disaster assistance	45	1.50%
▪ Email, RSS feeds, or subscription services	33	1.10%
▪ Forms or publications	72	2.40%
▪ Human trafficking	131	4.37%
▪ Immigration and citizenship	246	8.21%
▪ Information about DHS (leadership, history, etc.)	117	3.91%
▪ Jobs / career information	217	7.25%
▪ Law enforcement	63	2.10%
▪ News	64	2.14%
▪ Photographs	12	0.40%
▪ Small business resources	26	0.87%
▪ Training	254	8.48%
▪ Travel	373	12.45%
▪ Videos	27	0.90%
▪ Other	928	30.98%
Total	2995	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	47	6.08%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	582	75.29%
▪ Error on page	40	5.17%
▪ Multimedia / technical problem	51	6.60%
▪ Outdated information	53	6.86%
▪ Other	0	0.00%
Total	773	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	183	7.44%
▪ Educator	127	5.16%
▪ Federal government employee	242	9.83%
▪ First responder / law enforcement official	104	4.23%
▪ Government contractor	149	6.05%
▪ International visitor	76	3.09%
▪ Job seeker	175	7.11%
▪ Media representative	15	0.61%
▪ Non-profit staff or volunteer	94	3.82%
▪ Seeking citizenship or immigration information	118	4.79%
▪ State, tribal, territorial or local government representative	40	1.63%
▪ Student	278	11.30%
▪ Traveler (domestic or international)	442	17.96%
▪ Other	418	16.98%
Total	2461	100%