

## DHS.gov Web Performance Metrics

Apr 1, 2023 - Apr 30, 2023

Single Site - DHS.gov  
 2.22% Sessions

### Total Visits

Single Site - DHS.gov  
**1,973,655**  
 % of Total: 2.22% (88,945,605)



### Avg. Visit Duration

Single Site - DHS.gov  
**00:01:19**  
 Avg for View: 00:02:38 (-50.28%)



### Pageviews

Single Site - DHS.gov  
**3,405,374**  
 % of Total: 1.72% (197,614,367)



### Unique Visitors

Single Site - DHS.gov  
**1,642,135**  
 % of Total: 3.76% (43,715,661)



### Avg. Pages / Visit

Single Site - DHS.gov  
**1.73**  
 Avg for View: 2.22 (-22.34%)



### Avg. Time on Page

Single Site - DHS.gov  
**00:01:48**  
 Avg for View: 00:02:08 (-15.44%)



### Bounce Rate

Single Site - DHS.gov  
**66.44%**  
 Avg for View: 48.96% (35.69%)



### Top Pages

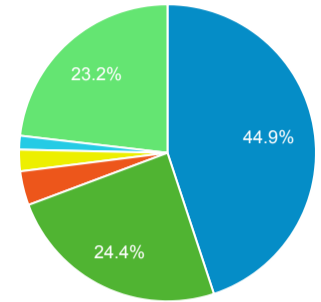
Page Title	Pageviews	Bounce Rate
Home   Homeland Security	352,555	59.44%
REAL ID   Homeland Security	170,950	68.94%
How to Report Suspicious Activity   Homeland Security	80,747	82.35%
Blue Campaign   Homeland Security	76,456	79.28%
Visa Waiver Program Requirements   Homeland Security	68,010	75.60%
REAL ID FAQs   Homeland Security	65,092	87.13%
Visa Waiver Program   Homeland Security	48,558	41.02%
Check Wait Times   Homeland Security	48,142	57.12%
Homeland Security Careers   Homeland Security	45,364	20.63%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	44,496	77.19%

### Visits by Social Network

Social Network	Sessions
Facebook	16,984
Twitter	4,727
LinkedIn	3,196
YouTube	2,018
Instagram	667
reddit	563
Instagram Stories	262
Quora	173
Naver	149
TripAdvisor	66

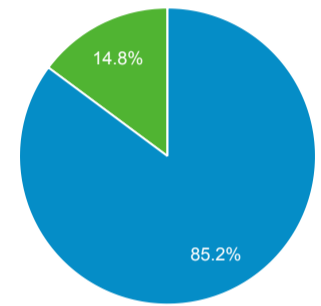
### Visits by Source

google (direct) bing ttd  
 facebook Other



### New vs. Returned Visitors

New Visitor Returning Visitor



### DHS.gov Search Performance Metrics

Apr 1, 2023 - Apr 30, 2023

Single Site - DHS.gov  
2.22% Sessions

#### Visits to DHS.gov

Single Site - DHS.gov

**1,973,655**

% of Total: 2.22% (88,945,605)



#### Total Internal Searches

Single Site - DHS.gov

**60,828**

% of Total: 4.30% (1,414,578)



#### Total External Searches (Google)

Single Site - DHS.gov

**940,507**

% of Total: 1.06% (88,945,605)

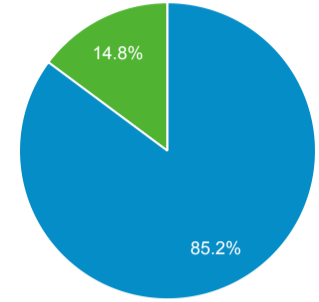


#### Top External Searches (Google - as reported)

Page Title	Sessions
Home   Homeland Security	63,714
Blue Campaign   Homeland Security	54,427
REAL ID   Homeland Security	46,292
REAL ID FAQs   Homeland Security	27,136
Apply for a U.S. Passport   Homeland Security	26,182
Enhanced Drivers Licenses: What Are They?   Homeland Security	25,311
Electronic System for Travel Authorization (ESTA)   Homeland Security	19,093
Check Wait Times   Homeland Security	18,686
Homeland Security Careers   Homeland Security	17,479
What Is Human Trafficking?   Homeland Security	15,401

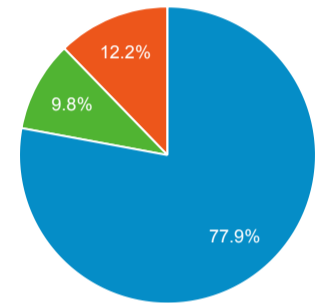
#### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



#### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



# DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2023- 4/30/2023

## Overall Customer Satisfaction Score

**67.42**

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

**64.14**

Answer Choices	Responses	Points	Score
▪ Outstanding	756	100	75600
▪ Above Average	644	75	48300
▪ Average	772	50	38600
▪ Below Average	150	25	3750
▪ Poor	270	0	0
<b>Total</b>	<b>2592</b>		<b>166250</b>

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

**61.46**

Answer Choices	Responses	Points	Score
▪ Yes	1593	100	159300
▪ No	999	0	0
<b>Total</b>	<b>2592</b>		<b>159300</b>

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

**85.84**

Answer Choices	Responses	Points	Score
▪ Yes	1861	100	186100
▪ No	307	0	0
<b>Total</b>	<b>2168</b>		<b>186100</b>

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

**80.77**

Answer Choices	Responses	Points	Score
▪ Yes	1751	100	175100
▪ No	417	0	0
<b>Total</b>	<b>2168</b>		<b>175100</b>

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

**57.98**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1257	100	125700
▪ Had technical difficulties (e.g. error messages, broken links)	114	0	0
▪ Links did not take me where I expected	80	0	0
▪ Links / labels are difficult to understand, they are not intuitive	183	0	0
▪ Navigated to general area but couldn't find the specific content needed	308	0	0
▪ Too many links or navigational choices	104	0	0
▪ Would often feel lost, not know where I was	122	0	0
<b>Total</b>	<b>2168</b>		<b>125700</b>

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

**48.70**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	636	100	63600
▪ I was not sure what words to use in my search	154	0	0
▪ Results were not helpful	217	0	0
▪ Results were not relevant to my search terms or needs	104	0	0
▪ Results were too similar / redundant	43	0	0
▪ Returned not enough or no results	97	0	0
▪ Returned too many results	55	0	0
<b>Total</b>	<b>1306</b>		<b>63600</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2023- 4/30/2023

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	115	4.44%
▪ Contact information	89	3.43%
▪ Contracting opportunities	37	1.43%
▪ Cybersecurity	120	4.63%
▪ Disaster assistance	38	1.47%
▪ Email, RSS feeds, or subscription services	26	1.00%
▪ Forms or publications	77	2.97%
▪ Human trafficking	132	5.09%
▪ Immigration and citizenship	198	7.64%
▪ Information about DHS (leadership, history, etc.)	73	2.82%
▪ Jobs / career information	188	7.25%
▪ Law enforcement	64	2.47%
▪ News	50	1.93%
▪ Photographs	10	0.39%
▪ Small business resources	15	0.58%
▪ Training	183	7.06%
▪ Travel	355	13.70%
▪ Videos	10	0.39%
▪ Other	812	31.33%
<b>Total</b>	<b>2592</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	29	4.20%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	545	78.87%
▪ Error on page	43	6.22%
▪ Multimedia / technical problem	24	3.47%
▪ Outdated information	50	7.24%
▪ Other	0	0.00%
<b>Total</b>	<b>691</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	179	8.26%
▪ Educator	115	5.30%
▪ Federal government employee	152	7.01%
▪ First responder / law enforcement official	117	5.40%
▪ Government contractor	96	4.43%
▪ International visitor	75	3.46%
▪ Job seeker	176	8.12%
▪ Media representative	15	0.69%
▪ Non-profit staff or volunteer	77	3.55%
▪ Seeking citizenship or immigration information	104	4.80%
▪ State, tribal, territorial or local government representative	41	1.89%
▪ Student	260	11.99%
▪ Traveler (domestic or international)	384	17.71%
▪ Other	377	17.39%
<b>Total</b>	<b>2168</b>	<b>100%</b>