

DHS.gov Web Performance Metrics

May 1, 2023 - May 31, 2023

Single Site - DHS.gov
2.43% Sessions

Total Visits

Single Site - DHS.gov
2,282,601
% of Total: 2.43% (93,801,169)



Avg. Visit Duration

Single Site - DHS.gov
00:01:14
Avg for View: 00:02:34 (-52.14%)



Pageviews

Single Site - DHS.gov
3,822,576
% of Total: 1.86% (205,417,025)



Unique Visitors

Single Site - DHS.gov
1,916,317
% of Total: 4.08% (46,911,404)



Avg. Pages / Visit

Single Site - DHS.gov
1.67
Avg for View: 2.19 (-23.53%)



Avg. Time on Page

Single Site - DHS.gov
00:01:49
Avg for View: 00:02:08 (-14.70%)



Bounce Rate

Single Site - DHS.gov
68.50%
Avg for View: 49.98% (37.05%)



Top Pages

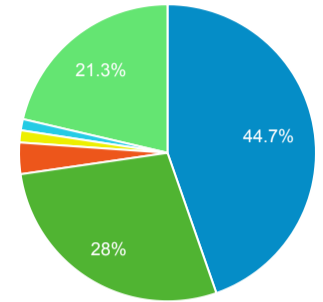
Page Title	Pageviews	Bounce Rate
Home Homeland Security	374,231	58.57%
REAL ID Homeland Security	179,231	69.37%
Blue Campaign Homeland Security	99,162	81.50%
Visa Waiver Program Requirements Homeland Security	80,468	76.17%
How to Report Suspicious Activity Homeland Security	65,961	77.71%
REAL ID FAQs Homeland Security	62,938	86.42%
Check Wait Times Homeland Security	61,596	58.30%
Homeland Security Careers Homeland Security	48,942	19.91%
Visa Waiver Program Homeland Security	48,705	42.28%
Enhanced Drivers Licenses: What Are They? Homeland Security	42,474	87.75%

Visits by Social Network

Social Network	Sessions
Facebook	31,769
Twitter	12,635
YouTube	4,174
LinkedIn	3,671
Instagram	1,824
reddit	593
Instagram Stories	425
Naver	362
Quora	174
Before It's News	126

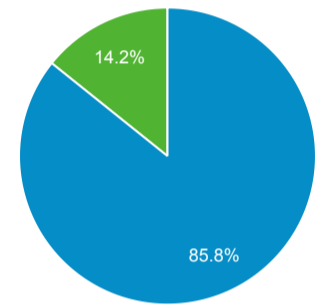
Visits by Source

google (direct) bing tsa.gov imasdk.googleapis.com Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

May 1, 2023 - May 31, 2023

Single Site - DHS.gov
2.43% Sessions

Visits to DHS.gov

Single Site - DHS.gov
2,282,601
% of Total: 2.43% (93,801,169)



Total Internal Searches

Single Site - DHS.gov
64,435
% of Total: 4.20% (1,533,729)



Total External Searches (Google)

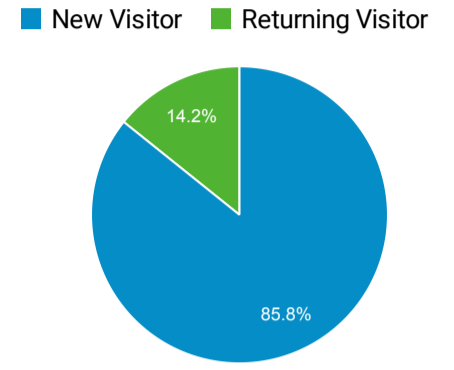
Single Site - DHS.gov
1,059,064
% of Total: 1.13% (93,801,169)



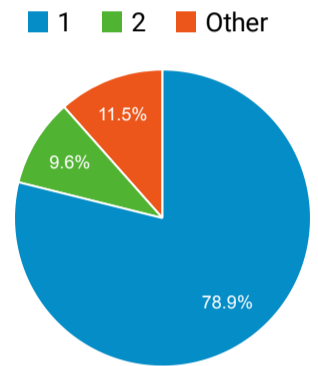
Top External Searches (Google - as reported)

Page Title	Sessions
Home Homeland Security	72,237
Blue Campaign Homeland Security	61,452
REAL ID Homeland Security	52,300
Enhanced Drivers Licenses: What Are They? Homeland Security	28,413
Check Wait Times Homeland Security	26,725
Visa Waiver Program Requirements Homeland Security	25,876
Apply for a U.S. Passport Homeland Security	25,072
REAL ID FAQs Homeland Security	24,906
Homeland Security Careers Homeland Security	19,566
DHS Continues to Prepare for End of Title 42; Announces New Border Enforcement Measures and Additional Safe and Orderly Processes Homeland Security	19,276

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2023- 5/31/2023

Overall Customer Satisfaction Score **68.04**

How would you rate your overall experience today? **63.79**

Answer Choices	Responses	Points	Score
▪ Outstanding	770	100	77000
▪ Above Average	656	75	49200
▪ Average	788	50	39400
▪ Below Average	176	25	4400
▪ Poor	275	0	0
Total	2665		170000

Were you able to complete the purpose of your visit? **62.40**

Answer Choices	Responses	Points	Score
▪ Yes	1663	100	166300
▪ No	1002	0	0
Total	2665		166300

Would you still return to this website if you could get this information or service from another source? **86.44**

Answer Choices	Responses	Points	Score
▪ Yes	1855	100	185500
▪ No	291	0	0
Total	2146		185500

Will you recommend this website to a friend or colleague? **80.52**

Answer Choices	Responses	Points	Score
▪ Yes	1728	100	172800
▪ No	418	0	0
Total	2146		172800

Please describe your experience finding your way around (navigating) DHS.gov today. **60.44**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1297	100	129700
▪ Had technical difficulties (e.g. error messages, broken links)	85	0	0
▪ Links did not take me where I expected	74	0	0
▪ Links / labels are difficult to understand, they are not intuitive	165	0	0
▪ Navigated to general area but couldn't find the specific content needed	274	0	0
▪ Too many links or navigational choices	107	0	0
▪ Would often feel lost, not know where I was	144	0	0
Total	2146		129700

How was your experience using our site search? **49.92**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	652	100	65200
▪ I was not sure what words to use in my search	164	0	0
▪ Results were not helpful	214	0	0
▪ Results were not relevant to my search terms or needs	88	0	0
▪ Results were too similar / redundant	56	0	0
▪ Returned not enough or no results	77	0	0
▪ Returned too many results	55	0	0
Total	1306		65200

DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2023- 5/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	131	4.92%
▪ Contact information	104	3.90%
▪ Contracting opportunities	36	1.35%
▪ Cybersecurity	109	4.09%
▪ Disaster assistance	41	1.54%
▪ Email, RSS feeds, or subscription services	23	0.86%
▪ Forms or publications	61	2.29%
▪ Human trafficking	124	4.65%
▪ Immigration and citizenship	248	9.31%
▪ Information about DHS (leadership, history, etc.)	74	2.78%
▪ Jobs / career information	191	7.17%
▪ Law enforcement	73	2.74%
▪ News	74	2.78%
▪ Photographs	9	0.34%
▪ Small business resources	18	0.68%
▪ Training	182	6.83%
▪ Travel	312	11.71%
▪ Videos	12	0.45%
▪ Other	843	31.63%
Total	2665	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	3.98%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	538	79.23%
▪ Error on page	33	4.86%
▪ Multimedia / technical problem	27	3.98%
▪ Outdated information	54	7.95%
▪ Other	0	0.00%
Total	679	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	164	7.64%
▪ Educator	119	5.55%
▪ Federal government employee	140	6.52%
▪ First responder / law enforcement official	85	3.96%
▪ Government contractor	123	5.73%
▪ International visitor	67	3.12%
▪ Job seeker	171	7.97%
▪ Media representative	11	0.51%
▪ Non-profit staff or volunteer	80	3.73%
▪ Seeking citizenship or immigration information	115	5.36%
▪ State, tribal, territorial or local government representative	35	1.63%
▪ Student	206	9.60%
▪ Traveler (domestic or international)	325	15.14%
▪ Other	505	23.53%
Total	2146	100%