

DHS.gov Web Performance Metrics

Jun 1, 2023 - Jun 30, 2023

Single Site - DHS.gov
3.07% Sessions

Total Visits

Single Site - DHS.gov
2,801,610
% of Total: 3.07% (91,128,411)



Avg. Visit Duration

Single Site - DHS.gov
00:00:59
Avg for View: 00:02:32 (-61.51%)



Pageviews

Single Site - DHS.gov
4,166,776
% of Total: 2.11% (197,433,206)



Unique Visitors

Single Site - DHS.gov
2,414,071
% of Total: 5.28% (45,695,336)



Avg. Pages / Visit

Single Site - DHS.gov
1.49
Avg for View: 2.17 (-31.35%)



Avg. Time on Page

Single Site - DHS.gov
00:02:00
Avg for View: 00:02:09 (-6.84%)



Bounce Rate

Single Site - DHS.gov
76.03%
Avg for View: 51.03% (49.00%)



Top Pages

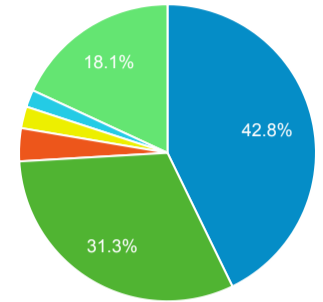
Page Title	Pageviews	Bounce Rate
Home Homeland Security	457,286	73.89%
Blue Campaign Homeland Security	218,600	85.03%
Website Privacy Policy Homeland Security	188,631	99.51%
REAL ID Homeland Security	141,950	70.31%
Science and Technology Directorate Homeland Security	130,483	99.18%
Visa Waiver Program Requirements Homeland Security	106,804	73.94%
Exploitation and How to Protect Yourself Homeland Security	85,147	89.54%
How to Report Suspicious Activity Homeland Security	74,282	80.10%
Check Wait Times Homeland Security	70,238	56.50%
REAL ID FAQs Homeland Security	58,492	86.34%

Visits by Social Network

Social Network	Sessions
Facebook	19,189
Twitter	8,670
LinkedIn	2,729
YouTube	2,201
Instagram	901
reddit	614
Instagram Stories	216
Naver	138
Quora	126
WordPress	114

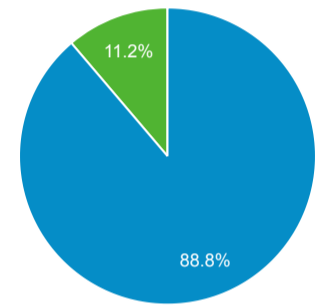
Visits by Source

(direct) google facebook.com
bing imasdk.googleapis.com Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Jun 1, 2023 - Jun 30, 2023

Single Site - DHS.gov
3.07% Sessions

Visits to DHS.gov

Single Site - DHS.gov
2,801,610
% of Total: 3.07% (91,128,411)



Total Internal Searches

Single Site - DHS.gov
56,065
% of Total: 3.91% (1,432,522)



Total External Searches (Google)

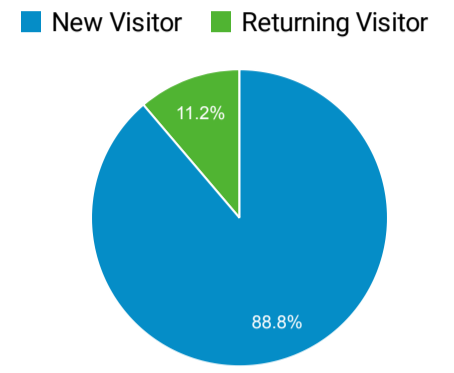
Single Site - DHS.gov
901,949
% of Total: 0.99% (91,128,411)



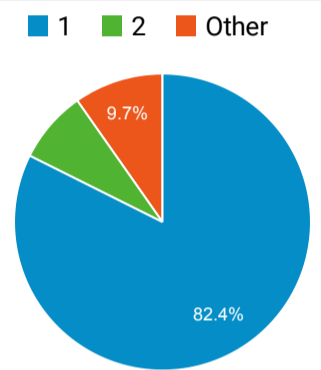
Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign Homeland Security	103,373
Home Homeland Security	61,155
Visa Waiver Program Requirements Homeland Security	42,582
REAL ID Homeland Security	38,303
Enhanced Drivers Licenses: What Are They? Homeland Security	29,062
Apply for a U.S. Passport Homeland Security	28,739
Check Wait Times Homeland Security	27,762
Electronic System for Travel Authorization (ESTA) Homeland Security	25,829
REAL ID FAQs Homeland Security	23,716
Check Immigration Case Status Homeland Security	19,326

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2023- 6/30/2023

Overall Customer Satisfaction Score **68.80**

How would you rate your overall experience today? **65.74**

Answer Choices	Responses	Points	Score
▪ Outstanding	754	100	75400
▪ Above Average	595	75	44625
▪ Average	727	50	36350
▪ Below Average	135	25	3375
▪ Poor	219	0	0
Total	2430		159750

Were you able to complete the purpose of your visit? **62.59**

Answer Choices	Responses	Points	Score
▪ Yes	1521	100	152100
▪ No	909	0	0
Total	2430		152100

Would you still return to this website if you could get this information or service from another source? **87.05**

Answer Choices	Responses	Points	Score
▪ Yes	1734	100	173400
▪ No	258	0	0
Total	1992		173400

Will you recommend this website to a friend or colleague? **82.43**

Answer Choices	Responses	Points	Score
▪ Yes	1642	100	164200
▪ No	350	0	0
Total	1992		164200

Please describe your experience finding your way around (navigating) DHS.gov today. **59.49**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1185	100	118500
▪ Had technical difficulties (e.g. error messages, broken links)	108	0	0
▪ Links did not take me where I expected	66	0	0
▪ Links / labels are difficult to understand, they are not intuitive	161	0	0
▪ Navigated to general area but couldn't find the specific content needed	281	0	0
▪ Too many links or navigational choices	91	0	0
▪ Would often feel lost, not know where I was	100	0	0
Total	1992		118500

How was your experience using our site search? **50.25**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	608	100	60800
▪ I was not sure what words to use in my search	140	0	0
▪ Results were not helpful	195	0	0
▪ Results were not relevant to my search terms or needs	100	0	0
▪ Results were too similar / redundant	37	0	0
▪ Returned not enough or no results	87	0	0
▪ Returned too many results	43	0	0
Total	1210		60800

DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2023- 6/30/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	78	3.21%
▪ Contact information	96	3.95%
▪ Contracting opportunities	34	1.40%
▪ Cybersecurity	102	4.20%
▪ Disaster assistance	33	1.36%
▪ Email, RSS feeds, or subscription services	29	1.19%
▪ Forms or publications	77	3.17%
▪ Human trafficking	161	6.63%
▪ Immigration and citizenship	211	8.68%
▪ Information about DHS (leadership, history, etc.)	71	2.92%
▪ Jobs / career information	167	6.87%
▪ Law enforcement	64	2.63%
▪ News	40	1.65%
▪ Photographs	6	0.25%
▪ Small business resources	21	0.86%
▪ Training	193	7.94%
▪ Travel	311	12.80%
▪ Videos	28	1.15%
▪ Other	708	29.14%
Total	2430	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	28	4.67%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	464	77.33%
▪ Error on page	45	7.50%
▪ Multimedia / technical problem	21	3.50%
▪ 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	156	7.83%
▪ Educator	117	5.87%
▪ Federal government employee	135	6.78%
▪ First responder / law enforcement official	86	4.32%
▪ Government contractor	140	7.03%
▪ International visitor	66	3.31%
▪ Job seeker	167	8.38%
▪ Media representative	4	0.20%
▪ Non-profit staff or volunteer	86	4.32%
▪ Seeking citizenship or immigration information	110	5.52%
▪ State, tribal, territorial or local government representative	34	1.71%
▪ Student	166	8.33%
▪ Traveler (domestic or international)	314	15.76%
▪ Other	411	20.63%
Total	1992	100%