

DHS.gov Web Performance Metrics

Jul 1, 2023 - Jul 31, 2023

Single Site - DHS.gov
3.92% Sessions

Total Visits

Single Site - DHS.gov
3,349,615
% of Total: 3.92% (85,449,631)



Avg. Visit Duration

Single Site - DHS.gov
00:00:48
Avg for View: 00:02:38 (-69.82%)



Pageviews

Single Site - DHS.gov
4,909,164
% of Total: 2.81% (174,892,412)



Unique Visitors

Single Site - DHS.gov
2,716,750
% of Total: 5.92% (45,882,183)



Avg. Pages / Visit

Single Site - DHS.gov
1.47
Avg for View: 2.05 (-28.39%)



Avg. Time on Page

Single Site - DHS.gov
00:01:43
Avg for View: 00:02:29 (-31.34%)



Bounce Rate

Single Site - DHS.gov
76.44%
Avg for View: 54.39% (40.54%)



Top Pages

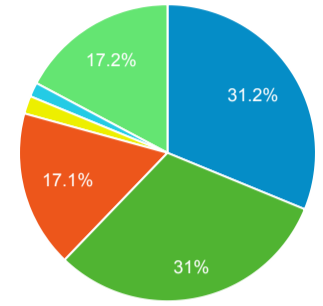
Page Title	Pageviews	Bounce Rate
Home Homeland Security	488,474	72.75%
Exploitation and How to Protect Yourself Homeland Security	293,800	88.83%
Blue Campaign Homeland Security	263,538	83.12%
What Is Human Trafficking? Homeland Security	208,984	85.29%
Website Privacy Policy Homeland Security	208,648	99.70%
Science and Technology Directorate Homeland Security	184,356	99.38%
Youth Human Trafficking Scenario Animated Series(4) Homeland Security	136,363	88.34%
REAL ID Homeland Security	131,602	70.90%
Indicators of Human Trafficking Homeland Security	129,890	88.30%
How to Report Suspicious Activity Homeland Security	88,300	80.73%

Visits by Social Network

Social Network	Sessions
Facebook	19,362
Twitter	6,098
LinkedIn	4,278
reddit	1,063
Instagram	745
YouTube	732
Instagram Stories	187
Quora	166
Naver	145
Blogger	73

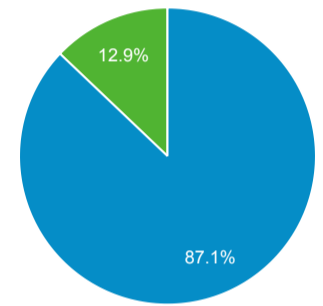
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Jul 1, 2023 - Jul 31, 2023

Single Site - DHS.gov
3.92% Sessions

Visits to DHS.gov

Single Site - DHS.gov
3,349,615
% of Total: 3.92% (85,449,631)



Total Internal Searches

Single Site - DHS.gov
59,315
% of Total: 3.86% (1,536,358)



Total External Searches (Google)

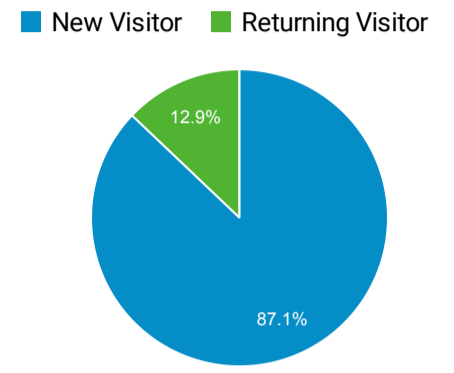
Single Site - DHS.gov
921,263
% of Total: 1.08% (85,449,631)



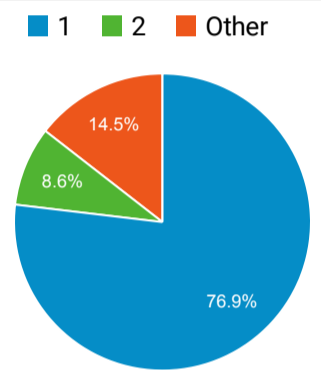
Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign Homeland Security	190,088
Check Immigration Case Status Homeland Security	66,275
Home Homeland Security	65,207
What Is Human Trafficking? Homeland Security	36,802
Apply for a U.S. Passport Homeland Security	32,994
REAL ID Homeland Security	31,672
Enhanced Drivers Licenses: What Are They? Homeland Security	29,703
Check Wait Times Homeland Security	28,888
Homeland Security Careers Homeland Security	25,861
REAL ID FAQs Homeland Security	25,266

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 7/1/2023- 7/31/2023

Overall Customer Satisfaction Score

70.24

How would you rate your overall experience today?

66.28

Answer Choices	Responses	Points	Score
▪ Outstanding	952	100	95200
▪ Above Average	812	75	60900
▪ Average	854	50	42700
▪ Below Average	177	25	4425
▪ Poor	271	0	0
Total	3066		203225

Were you able to complete the purpose of your visit?

63.96

Answer Choices	Responses	Points	Score
▪ Yes	1961	100	196100
▪ No	1105	0	0
Total	3066		196100

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

87.52

Answer Choices	Responses	Points	Score
▪ Yes	2195	100	219500
▪ No	313	0	0
Total	2508		219500

Will you recommend this website to a friend or colleague?

82.50

Answer Choices	Responses	Points	Score
▪ Yes	2069	100	206900
▪ No	439	0	0
Total	2508		206900

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

63.00

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1580	100	158000
▪ Had technical difficulties (e.g. error messages, broken links)	104	0	0
▪ Links did not take me where I expected	63	0	0
▪ Links / labels are difficult to understand, they are not intuitive	197	0	0
▪ Navigated to general area but couldn't find the specific content needed	319	0	0
▪ Too many links or navigational choices	108	0	0
▪ Would often feel lost, not know where I was	137	0	0
Total	2508		158000

How was your experience using our site search?

53.74

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	797	100	79700
▪ I was not sure what words to use in my search	154	0	0
▪ Results were not helpful	209	0	0
▪ Results were not relevant to my search terms or needs	129	0	0
▪ Results were too similar / redundant	51	0	0
▪ Returned not enough or no results	81	0	0
▪ Returned too many results	62	0	0
Total	1483		79700

DHS.gov Customer Satisfaction Survey

Time Period: 7/1/2023- 7/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	70	2.28%
▪ Contact information	97	3.16%
▪ Contracting opportunities	42	1.37%
▪ Cybersecurity	105	3.42%
▪ Disaster assistance	44	1.44%
▪ Email, RSS feeds, or subscription services	31	1.01%
▪ Forms or publications	73	2.38%
▪ Human trafficking	434	14.16%
▪ Immigration and citizenship	255	8.32%
▪ Information about DHS (leadership, history, etc.)	61	1.99%
▪ Jobs / career information	262	8.55%
▪ Law enforcement	62	2.02%
▪ News	53	1.73%
▪ Photographs	3	0.10%
▪ Small business resources	24	0.78%
▪ Training	236	7.70%
▪ Travel	320	10.44%
▪ Videos	24	0.78%
▪ Other	870	28.38%
Total	3066	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	24	3.28%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	572	78.25%
▪ Error on page	50	6.84%
▪ Multimedia / technical problem	42	5.75%
▪ Outdated information	43	5.88%
▪ Other	0	0.00%
Total	731	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	170	6.78%
▪ Educator	154	6.14%
▪ Federal government employee	145	5.78%
▪ First responder / law enforcement official	97	3.87%
▪ Government contractor	145	5.78%
▪ International visitor	66	2.63%
▪ Job seeker	220	8.77%
▪ Media representative	13	0.52%
▪ Non-profit staff or volunteer	140	5.58%
▪ Seeking citizenship or immigration information	134	5.34%
▪ State, tribal, territorial or local government representative	45	1.79%
▪ Student	241	9.61%
▪ Traveler (domestic or international)	326	13.00%
▪ Other	612	24.40%
Total	2508	100%