

DHS.gov Web Performance Metrics

Aug 1, 2023 - Aug 31, 2023

Single Site - DHS.gov
2.97% Sessions

Total Visits

Single Site - DHS.gov
2,900,636
% of Total: 2.97% (97,550,291)



Avg. Visit Duration

Single Site - DHS.gov
00:01:05
Avg for View: 00:02:32 (-57.33%)



Pageviews

Single Site - DHS.gov
4,511,719
% of Total: 2.23% (201,910,272)



Unique Visitors

Single Site - DHS.gov
2,385,247
% of Total: 4.92% (48,521,085)



Avg. Pages / Visit

Single Site - DHS.gov
1.56
Avg for View: 2.07 (-24.85%)



Avg. Time on Page

Single Site - DHS.gov
00:01:56
Avg for View: 00:02:20 (-16.85%)



Bounce Rate

Single Site - DHS.gov
72.88%
Avg for View: 54.53% (33.66%)



Top Pages

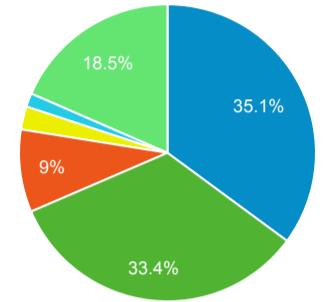
Page Title	Pageviews	Bounce Rate
Home Homeland Security	487,972	72.57%
REAL ID Homeland Security	291,885	71.68%
Blue Campaign Homeland Security	185,100	84.09%
Science and Technology Directorate Homeland Security	184,452	99.36%
Exploitation and How to Protect Yourself Homeland Security	183,653	88.40%
Youth Human Trafficking Scenario Animated Series(4) Homeland Security	122,591	88.58%
How to Report Suspicious Activity Homeland Security	89,294	76.41%
Check Immigration Case Status Homeland Security	86,909	39.03%
REAL ID FAQs Homeland Security	80,538	86.29%
Visa Waiver Program Requirements Homeland Security	70,404	73.46%

Visits by Social Network

Social Network	Sessions
Facebook	18,554
Twitter	11,957
LinkedIn	9,205
Instagram	1,559
reddit	1,073
YouTube	689
Instagram Stories	563
Quora	146
Naver	104
TripAdvisor	48

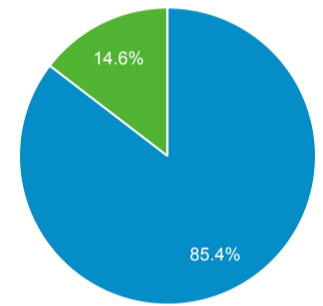
Visits by Source

google (direct) facebook.com
bing ttd Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Aug 1, 2023 - Aug 31, 2023

Single Site - DHS.gov
2.97% Sessions

Visits to DHS.gov

Single Site - DHS.gov
2,900,636
% of Total: 2.97% (97,550,291)



Total Internal Searches

Single Site - DHS.gov
26,999
% of Total: 1.78% (1,519,832)



Total External Searches (Google)

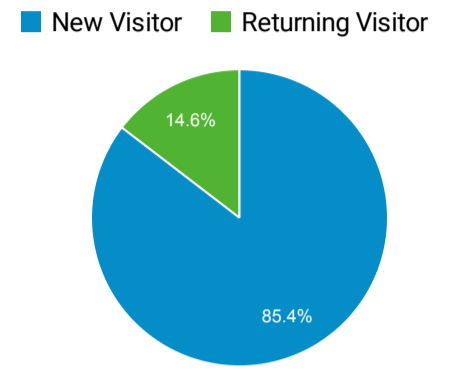
Single Site - DHS.gov
973,151
% of Total: 1.00% (97,550,291)



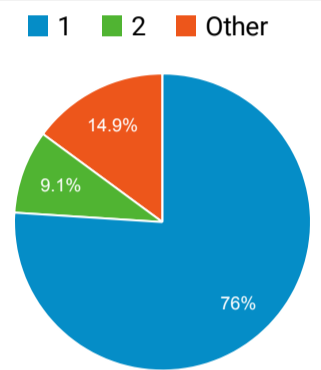
Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign Homeland Security	132,811
REAL ID Homeland Security	71,144
Check Immigration Case Status Homeland Security	66,189
Home Homeland Security	64,399
REAL ID FAQs Homeland Security	33,691
Homeland Security Careers Homeland Security	25,280
Enhanced Drivers Licenses: What Are They? Homeland Security	24,737
Apply for a U.S. Passport Homeland Security	22,465
Check Wait Times Homeland Security	19,005
How to Report Suspicious Activity Homeland Security	15,193

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2023- 8/31/2023

Overall Customer Satisfaction Score

70.39

How would you rate your overall experience today?

66.89

Answer Choices	Responses	Points	Score
▪ Outstanding	986	100	98600
▪ Above Average	803	75	60225
▪ Average	834	50	41700
▪ Below Average	191	25	4775
▪ Poor	255	0	0
Total	3069		205300

Were you able to complete the purpose of your visit?

64.94

Answer Choices	Responses	Points	Score
▪ Yes	1993	100	199300
▪ No	1076	0	0
Total	3069		199300

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

87.49

Answer Choices	Responses	Points	Score
▪ Yes	2237	100	223700
▪ No	320	0	0
Total	2557		223700

Will you recommend this website to a friend or colleague?

82.95

Answer Choices	Responses	Points	Score
▪ Yes	2121	100	212100
▪ No	436	0	0
Total	2557		212100

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

61.87

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1582	100	158200
▪ Had technical difficulties (e.g. error messages, broken links)	117	0	0
▪ Links did not take me where I expected	79	0	0
▪ Links / labels are difficult to understand, they are not intuitive	224	0	0
▪ Navigated to general area but couldn't find the specific content needed	338	0	0
▪ Too many links or navigational choices	98	0	0
▪ Would often feel lost, not know where I was	119	0	0
Total	2557		158200

How was your experience using our site search?

53.07

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	813	100	81300
▪ I was not sure what words to use in my search	151	0	0
▪ Results were not helpful	234	0	0
▪ Results were not relevant to my search terms or needs	128	0	0
▪ Results were too similar / redundant	38	0	0
▪ Returned not enough or no results	112	0	0
▪ Returned too many results	56	0	0
Total	1532		81300

DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2023- 8/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	96	3.13%
▪ Contact information	98	3.19%
▪ Contracting opportunities	51	1.66%
▪ Cybersecurity	152	4.95%
▪ Disaster assistance	77	2.51%
▪ Email, RSS feeds, or subscription services	31	1.01%
▪ Forms or publications	97	3.16%
▪ Human trafficking	169	5.51%
▪ Immigration and citizenship	274	8.93%
▪ Information about DHS (leadership, history, etc.)	93	3.03%
▪ Jobs / career information	277	9.03%
▪ Law enforcement	62	2.02%
▪ News	43	1.40%
▪ Photographs	9	0.29%
▪ Small business resources	20	0.65%
▪ Training	269	8.77%
▪ Travel	345	11.24%
▪ Videos	20	0.65%
▪ Other	886	28.87%
Total	3069	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	37	5.17%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	545	76.22%
▪ Error on page	53	7.41%
▪ Multimedia / technical problem	31	4.34%
▪ Outdated information	49	6.85%
▪ Other	0	0.00%
Total	715	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	184	7.20%
▪ Educator	145	5.67%
▪ Federal government employee	182	7.12%
▪ First responder / law enforcement official	110	4.30%
▪ Government contractor	211	8.25%
▪ International visitor	79	3.09%
▪ Job seeker	258	10.09%
▪ Media representative	18	0.70%
▪ Non-profit staff or volunteer	104	4.07%
▪ Seeking citizenship or immigration information	122	4.77%
▪ State, tribal, territorial or local government representative	41	1.60%
▪ Student	218	8.53%
▪ Traveler (domestic or international)	372	14.55%
▪ Other	513	20.06%
Total	2557	100%