

DHS.gov Web Performance Metrics

Sep 1, 2023 - Sep 30, 2023

Single Site - DHS.gov
3.14% Sessions

Total Visits
Single Site - DHS.gov
2,910,207
% of Total: 3.14% (92,639,679)

Avg. Visit Duration
Single Site - DHS.gov
00:01:02
Avg for View: 00:02:29 (-58.29%)

Pageviews
Single Site - DHS.gov
4,464,825
% of Total: 2.26% (197,413,072)

Unique Visitors
Single Site - DHS.gov
2,472,599
% of Total: 5.45% (45,334,588)

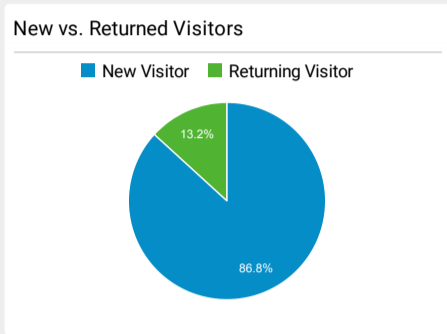
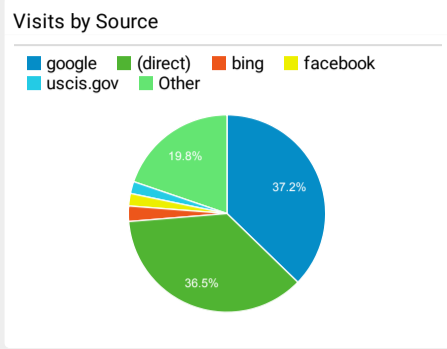
Avg. Pages / Visit
Single Site - DHS.gov
1.53
Avg for View: 2.13 (-28.01%)

Avg. Time on Page
Single Site - DHS.gov
00:01:56
Avg for View: 00:02:10 (-10.70%)

Bounce Rate
Single Site - DHS.gov
72.96%
Avg for View: 54.84% (33.03%)

Top Pages

Page Title	Pageviews	Bounce Rate
Home Homeland Security	458,841	71.88%
REAL ID Homeland Security	245,188	72.57%
Science and Technology Directorate Homeland Security	178,089	99.37%
Secretary Mayorkas Announces Extension and Resignation of Venezuela for Temporary Protected Status Homeland Security	164,713	73.89%
Blue Campaign Homeland Security	145,935	85.07%
Check Immigration Case Status Homeland Security	95,756	39.83%
How to Report Suspicious Activity Homeland Security	76,619	77.48%
Website Privacy Policy Homeland Security	74,134	99.69%
Visa Waiver Program Requirements Homeland Security	70,051	72.33%
REAL ID FAQs Homeland Security	59,479	86.72%



Visits by Social Network

Social Network	Sessions
Facebook	39,075
Twitter	14,300
Instagram	7,035
LinkedIn	5,989
Instagram Stories	1,540
reddit	1,027
YouTube	618
Quora	169
Naver	137
TripAdvisor	33

DHS.gov Search Performance Metrics

Sep 1, 2023 - Sep 30, 2023

Single Site - DHS.gov
3.14% Sessions

Visits to DHS.gov
Single Site - DHS.gov
2,910,207
% of Total: 3.14% (92,639,679)

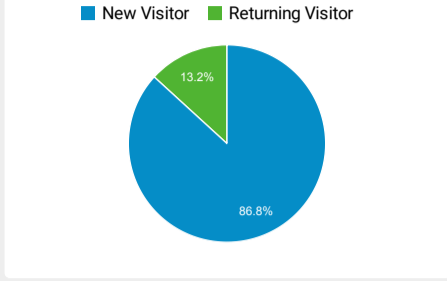
Total Internal Searches
Single Site - DHS.gov
59,725
% of Total: 3.81% (1,567,212)

Total External Searches (Google)
Single Site - DHS.gov
1,082,694
% of Total: 1.17% (92,639,679)

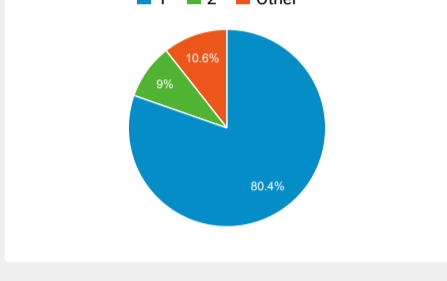
Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign Homeland Security	93,544
Check Immigration Case Status Homeland Security	73,458
Home Homeland Security	63,266
REAL ID Homeland Security	54,038
9/11 Stories: I Was Inside the World Trade Center When It Happened Homeland Security	33,702
Secretary Mayorkas Announces Extension and Resignation of Venezuela for Temporary Protected Status Homeland Security	23,754
REAL ID FAQs Homeland Security	22,310
Homeland Security Careers Homeland Security	20,669
Enhanced Drivers Licenses: What Are They? Homeland Security	18,709
Check Wait Times Homeland Security	16,925

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 9/1/2023- 9/30/2023

Overall Customer Satisfaction Score

70.25

How would you rate your overall experience today?

66.14

Answer Choices	Responses	Points	Score
▪ Outstanding	938	100	93800
▪ Above Average	713	75	53475
▪ Average	821	50	41050
▪ Below Average	171	25	4275
▪ Poor	269	0	0
Total	2912		192600

Were you able to complete the purpose of your visit?

65.08

Answer Choices	Responses	Points	Score
▪ Yes	1895	100	189500
▪ No	1017	0	0
Total	2912		189500

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

87.23

Answer Choices	Responses	Points	Score
▪ Yes	2076	100	207600
▪ No	304	0	0
Total	2380		207600

Will you recommend this website to a friend or colleague?

82.31

Answer Choices	Responses	Points	Score
▪ Yes	1959	100	195900
▪ No	421	0	0
Total	2380		195900

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

62.90

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1497	100	149700
▪ Had technical difficulties (e.g. error messages, broken links)	94	0	0
▪ Links did not take me where I expected	82	0	0
▪ Links / labels are difficult to understand, they are not intuitive	195	0	0
▪ Navigated to general area but couldn't find the specific content needed	293	0	0
▪ Too many links or navigational choices	101	0	0
▪ Would often feel lost, not know where I was	118	0	0
Total	2380		149700

How was your experience using our site search?

53.19

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	768	100	76800
▪ I was not sure what words to use in my search	149	0	0
▪ Results were not helpful	211	0	0
▪ Results were not relevant to my search terms or needs	103	0	0
▪ Results were too similar / redundant	51	0	0
▪ Returned not enough or no results	96	0	0
▪ Returned too many results	66	0	0
Total	1444		76800

DHS.gov Customer Satisfaction Survey

Time Period: 9/1/2023- 9/30/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	120	4.12%
▪ Contact information	91	3.13%
▪ Contracting opportunities	51	1.75%
▪ Cybersecurity	134	4.60%
▪ Disaster assistance	41	1.41%
▪ Email, RSS feeds, or subscription services	21	0.72%
▪ Forms or publications	98	3.37%
▪ Human trafficking	165	5.67%
▪ Immigration and citizenship	280	9.62%
▪ Information about DHS (leadership, history, etc.)	80	2.75%
▪ Jobs / career information	194	6.66%
▪ Law enforcement	63	2.16%
▪ News	73	2.51%
▪ Photographs	6	0.21%
▪ Small business resources	15	0.52%
▪ Training	232	7.97%
▪ Travel	321	11.02%
▪ Videos	18	0.62%
▪ Other	909	31.22%
Total	2912	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	35	5.09%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	528	76.74%
▪ Error on page	40	5.81%
▪ Multimedia / technical problem	37	5.38%
▪ Outdated information	48	6.98%
▪ Other	0	0.00%
Total	688	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	187	7.86%
▪ Educator	143	6.01%
▪ Federal government employee	156	6.55%
▪ First responder / law enforcement official	109	4.58%
▪ Government contractor	154	6.47%
▪ International visitor	56	2.35%
▪ Job seeker	182	7.65%
▪ Media representative	12	0.50%
▪ Non-profit staff or volunteer	97	4.08%
▪ Seeking citizenship or immigration information	148	6.22%
▪ State, tribal, territorial or local government representative	35	1.47%
▪ Student	242	10.17%
▪ Traveler (domestic or international)	363	15.25%
▪ Other	496	20.84%
Total	2380	100%