

DHS.gov Web Performance Metrics

Oct 1, 2023 - Oct 31, 2023

Single Site - DHS.gov
2.71% Sessions

Total Visits
Single Site - DHS.gov
2,526,748
% of Total: 2.71% (93,223,683)

Avg. Visit Duration
Single Site - DHS.gov
00:01:10
Avg for View: 00:02:27 (-52.64%)

Pageviews
Single Site - DHS.gov
4,120,276
% of Total: 2.16% (190,420,520)

Unique Visitors
Single Site - DHS.gov
2,145,656
% of Total: 4.50% (47,644,914)

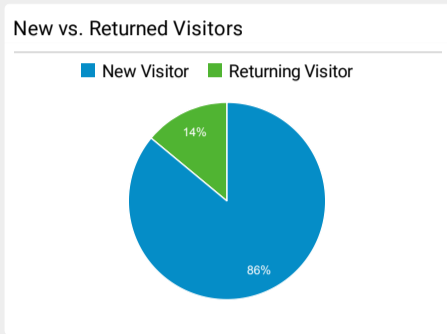
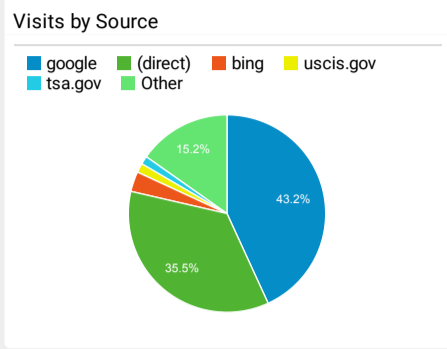
Avg. Pages / Visit
Single Site - DHS.gov
1.63
Avg for View: 2.04 (-20.17%)

Avg. Time on Page
Single Site - DHS.gov
00:01:50
Avg for View: 00:02:19 (-20.73%)

Bounce Rate
Single Site - DHS.gov
70.86%
Avg for View: 55.78% (27.03%)

Top Pages

Page Title	Pageviews	Bounce Rate
Home Homeland Security	508,009	70.35%
National Terrorism Advisory System Homeland Security	229,827	72.35%
REAL ID Homeland Security	213,041	72.16%
Science and Technology Directorate Homeland Security	181,471	99.37%
Visa Waiver Program Requirements Homeland Security	69,761	72.27%
REAL ID FAQs Homeland Security	56,681	86.66%
Homeland Security Careers Homeland Security	53,848	20.48%
Visa Waiver Program Homeland Security	48,981	40.43%
Check Wait Times Homeland Security	48,136	57.93%
Check Immigration Case Status Homeland Security	47,033	41.71%



Visits by Social Network

Social Network	Sessions
Facebook	11,758
Twitter	9,945
LinkedIn	5,962
Instagram	2,320
reddit	1,013
Quora	629
Instagram Stories	471
YouTube	406
Naver	100
TripAdvisor	27

DHS.gov Search Performance Metrics

Oct 1, 2023 - Oct 31, 2023

Single Site - DHS.gov
2.71% Sessions

Visits to DHS.gov
Single Site - DHS.gov
2,526,748
% of Total: 2.71% (93,223,683)

Total Internal Searches
Single Site - DHS.gov
58,702
% of Total: 3.64% (1,611,545)

Total External Searches (Google)
Single Site - DHS.gov
1,210,467
% of Total: 1.30% (93,223,683)

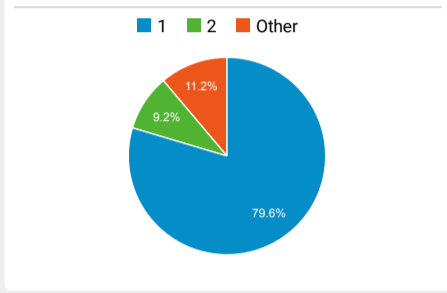
Top External Searches (Google - as reported)

Page Title	Sessions
National Terrorism Advisory System Homeland Security	149,555
Home Homeland Security	83,146
REAL ID Homeland Security	53,689
Check Immigration Case Status Homeland Security	34,682
National Terrorism Advisory System Bulletin - May 24, 2023 Homeland Security	29,113
REAL ID FAQs Homeland Security	22,002
Homeland Security Careers Homeland Security	20,506
Check Wait Times Homeland Security	18,697
Trusted Traveler Programs Homeland Security	18,536
Enhanced Drivers Licenses: What Are They? Homeland Security	16,913

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2023- 10/31/2023

Overall Customer Satisfaction Score

69.52

How would you rate your overall experience today?

65.33

Answer Choices	Responses	Points	Score
▪ Outstanding	785	100	78500
▪ Above Average	653	75	48975
▪ Average	683	50	34150
▪ Below Average	162	25	4050
▪ Poor	253	0	0
Total	2536		165675

Were you able to complete the purpose of your visit?

64.51

Answer Choices	Responses	Points	Score
▪ Yes	1636	100	163600
▪ No	900	0	0
Total	2536		163600

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

86.69

Answer Choices	Responses	Points	Score
▪ Yes	1836	100	183600
▪ No	282	0	0
Total	2118		183600

Will you recommend this website to a friend or colleague?

80.69

Answer Choices	Responses	Points	Score
▪ Yes	1709	100	170900
▪ No	409	0	0
Total	2118		170900

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

62.18

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1317	100	131700
▪ Had technical difficulties (e.g. error messages, broken links)	98	0	0
▪ Links did not take me where I expected	58	0	0
▪ Links / labels are difficult to understand, they are not intuitive	187	0	0
▪ Navigated to general area but couldn't find the specific content needed	282	0	0
▪ Too many links or navigational choices	72	0	0
▪ Would often feel lost, not know where I was	104	0	0
Total	2118		131700

How was your experience using our site search?

52.35

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	645	100	64500
▪ I was not sure what words to use in my search	125	0	0
▪ Results were not helpful	202	0	0
▪ Results were not relevant to my search terms or needs	109	0	0
▪ Results were too similar / redundant	27	0	0
▪ Returned not enough or no results	76	0	0
▪ Returned too many results	48	0	0
Total	1232		64500

DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2023- 10/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	118	4.65%
▪ Contact information	78	3.08%
▪ Contracting opportunities	38	1.50%
▪ Cybersecurity	122	4.81%
▪ Disaster assistance	37	1.46%
▪ Email, RSS feeds, or subscription services	37	1.46%
▪ Forms or publications	76	3.00%
▪ Human trafficking	78	3.08%
▪ Immigration and citizenship	222	8.75%
▪ Information about DHS (leadership, history, etc.)	59	2.33%
▪ Jobs / career information	173	6.82%
▪ Law enforcement	51	2.01%
▪ News	107	4.22%
▪ Photographs	10	0.39%
▪ Small business resources	14	0.55%
▪ Training	203	8.00%
▪ Travel	265	10.45%
▪ Videos	15	0.59%
▪ Other	833	32.85%
Total	2536	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	33	5.59%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	445	75.42%
▪ Error on page	22	3.73%
▪ Multimedia / technical problem	32	5.42%
▪ Outdated information	58	9.83%
▪ Other	0	0.00%
Total	590	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	163	7.70%
▪ Educator	126	5.95%
▪ Federal government employee	118	5.57%
▪ First responder / law enforcement official	106	5.00%
▪ Government contractor	146	6.89%
▪ International visitor	45	2.12%
▪ Job seeker	165	7.79%
▪ Media representative	15	0.71%
▪ Non-profit staff or volunteer	76	3.59%
▪ Seeking citizenship or immigration information	118	5.57%
▪ State, tribal, territorial or local government representative	34	1.61%
▪ Student	227	10.72%
▪ Traveler (domestic or international)	294	13.88%
▪ Other	485	22.90%
Total	2118	100%