

DHS.gov Web Performance Metrics

Nov 1, 2023 - Nov 30, 2023

Single Site - DHS.gov  
2.81% Sessions

**Total Visits**  
Single Site - DHS.gov  
**2,254,706**  
% of Total: 2.81% (80,287,813)

**Avg. Visit Duration**  
Single Site - DHS.gov  
**00:01:14**  
Avg for View: 00:02:27 (-49.49%)

**Pageviews**  
Single Site - DHS.gov  
**3,756,543**  
% of Total: 2.35% (159,796,751)

**Unique Visitors**  
Single Site - DHS.gov  
**1,885,423**  
% of Total: 4.17% (45,257,954)

**Avg. Pages / Visit**  
Single Site - DHS.gov  
**1.67**  
Avg for View: 1.99 (-16.29%)

**Avg. Time on Page**  
Single Site - DHS.gov  
**00:01:51**  
Avg for View: 00:02:27 (-23.96%)

**Bounce Rate**  
Single Site - DHS.gov  
**69.95%**  
Avg for View: 54.76% (27.74%)

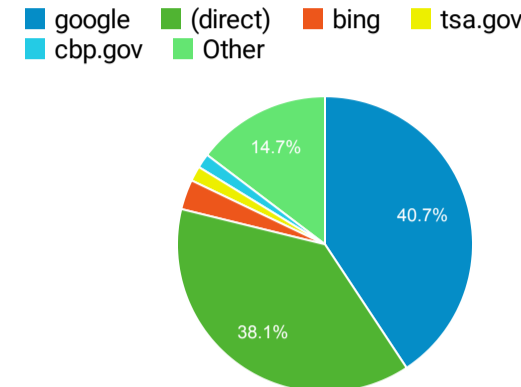
Top Pages

Page Title	Pageviews	Bounce Rate
Home   Homeland Security	409,592	68.91%
REAL ID   Homeland Security	170,338	66.36%
Coronavirus (COVID-19)   Homeland Security	141,732	85.71%
Science and Technology Directorate   Homeland Security	141,732	100.00%
National Terrorism Advisory System   Homeland Security	85,819	62.79%
Visa Waiver Program Requirements   Homeland Security	70,216	76.47%
Homeland Security Careers   Homeland Security	55,913	26.09%
Customer Experience at DHS   Homeland Security	54,612	100.00%
Check Wait Times   Homeland Security	53,312	32.35%
REAL ID FAQs   Homeland Security	50,711	83.33%

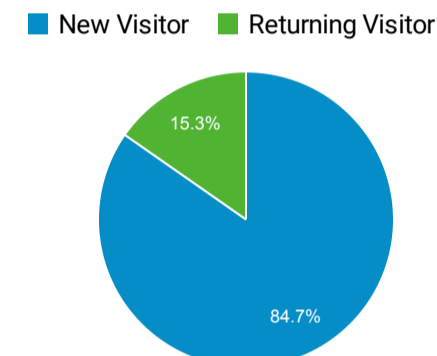
Visits by Social Network

Social Network	Sessions
LinkedIn	3,901
Twitter	3,901
Facebook	1,300
reddit	1,300
YouTube	1,300

Visits by Source



New vs. Returned Visitors



### DHS.gov Search Performance Metrics

Nov 1, 2023 - Nov 30, 2023

Single Site - DHS.gov  
2.81% Sessions

#### Visits to DHS.gov

Single Site - DHS.gov

**2,254,706**

% of Total: 2.81% (80,287,813)



#### Total Internal Searches

Single Site - DHS.gov

**66,315**

% of Total: 4.73% (1,403,015)



#### Total External Searches (Google)

Single Site - DHS.gov

**1,020,729**

% of Total: 1.27% (80,287,813)

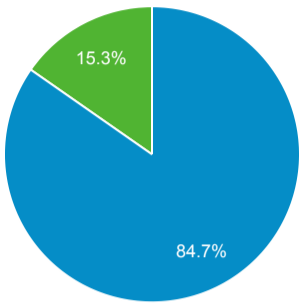


#### Top External Searches (Google - as reported)

Page Title	Sessions
Home   Homeland Security	67,615
National Terrorism Advisory System   Homeland Security	48,111
REAL ID   Homeland Security	36,408
Check Wait Times   Homeland Security	33,808
Check Immigration Case Status   Homeland Security	29,907
Homeland Security Careers   Homeland Security	22,105
Trusted Traveler Programs   Homeland Security	22,105
Enhanced Drivers Licenses: What Are They?   Homeland Security	19,504
Visa Waiver Program Requirements   Homeland Security	18,204
Apply for a U.S. Passport   Homeland Security	16,904

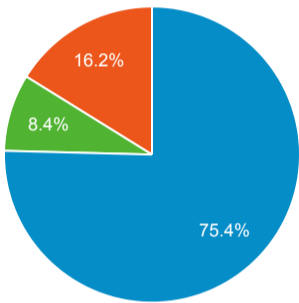
#### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



#### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



# DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2023- 11/30/2023

## Overall Customer Satisfaction Score

**67.41**

### How would you rate your overall experience today?

**64.62**

Answer Choices	Responses	Points	Score
▪ Outstanding	732	100	73200
▪ Above Average	593	75	44475
▪ Average	715	50	35750
▪ Below Average	157	25	3925
▪ Poor	238	0	0
<b>Total</b>	<b>2435</b>		<b>157350</b>

### Were you able to complete the purpose of your visit?

**62.01**

Answer Choices	Responses	Points	Score
▪ Yes	1510	100	151000
▪ No	925	0	0
<b>Total</b>	<b>2435</b>		<b>151000</b>

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

**85.56**

Answer Choices	Responses	Points	Score
▪ Yes	1719	100	171900
▪ No	290	0	0
<b>Total</b>	<b>2009</b>		<b>171900</b>

### Will you recommend this website to a friend or colleague?

**79.74**

Answer Choices	Responses	Points	Score
▪ Yes	1602	100	160200
▪ No	407	0	0
<b>Total</b>	<b>2009</b>		<b>160200</b>

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

**58.19**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1169	100	116900
▪ Had technical difficulties (e.g. error messages, broken links)	111	0	0
▪ Links did not take me where I expected	53	0	0
▪ Links / labels are difficult to understand, they are not intuitive	154	0	0
▪ Navigated to general area but couldn't find the specific content needed	296	0	0
▪ Too many links or navigational choices	97	0	0
▪ Would often feel lost, not know where I was	129	0	0
<b>Total</b>	<b>2009</b>		<b>116900</b>

### How was your experience using our site search?

**48.95**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	604	100	60400
▪ I was not sure what words to use in my search	136	0	0
▪ Results were not helpful	195	0	0
▪ Results were not relevant to my search terms or needs	104	0	0
▪ Results were too similar / redundant	47	0	0
▪ Returned not enough or no results	86	0	0
▪ Returned too many results	62	0	0
<b>Total</b>	<b>1234</b>		<b>60400</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2023- 11/30/2023

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	102	4.19%
▪ Contact information	103	4.23%
▪ Contracting opportunities	30	1.23%
▪ Cybersecurity	95	3.90%
▪ Disaster assistance	32	1.31%
▪ Email, RSS feeds, or subscription services	28	1.15%
▪ Forms or publications	58	2.38%
▪ Human trafficking	73	3.00%
▪ Immigration and citizenship	217	8.91%
▪ Information about DHS (leadership, history, etc.)	74	3.04%
▪ Jobs / career information	200	8.21%
▪ Law enforcement	62	2.55%
▪ News	53	2.18%
▪ Photographs	7	0.29%
▪ Small business resources	16	0.66%
▪ Training	184	7.56%
▪ Travel	251	10.31%
▪ Videos	17	0.70%
▪ Other	833	34.21%
<b>Total</b>	<b>2435</b>	<b>100%</b>

### 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	3.72%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	490	75.85%
▪ Error on page	36	5.57%
▪ Multimedia / technical problem	30	4.64%
▪ Outdated information	66	10.22%
▪ Other	0	0.00%
<b>Total</b>	<b>646</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	129	6.42%
▪ Educator	96	4.78%
▪ Federal government employee	106	5.28%
▪ First responder / law enforcement official	98	4.88%
▪ Government contractor	106	5.28%
▪ International visitor	59	2.94%
▪ Job seeker	149	7.42%
▪ Media representative	15	0.75%
▪ Non-profit staff or volunteer	69	3.43%
▪ Seeking citizenship or immigration information	114	5.67%
▪ State, tribal, territorial or local government representative	38	1.89%
▪ Student	273	13.59%
▪ Traveler (domestic or international)	288	14.34%
▪ Other	469	23.34%
<b>Total</b>	<b>2009</b>	<b>100%</b>