

DHS.gov Web Performance Metrics

Jan 1, 2023 - Dec 31, 2023

Single Site - DHS.gov
2.79% Sessions

Total Visits

Single Site - DHS.gov
29,983,871
% of Total: 2.79% (1,074,777,232)



Avg. Visit Duration

Single Site - DHS.gov
00:01:08
Avg for View: 00:02:35 (-56.04%)



Pageviews

Single Site - DHS.gov
48,072,622
% of Total: 2.09% (2,303,356,568)



Unique Visitors

Single Site - DHS.gov
24,141,468
% of Total: 5.12% (471,663,705)



Avg. Pages / Visit

Single Site - DHS.gov
1.60
Avg for View: 2.14 (-25.19%)



Avg. Time on Page

Single Site - DHS.gov
00:01:53
Avg for View: 00:02:14 (-15.76%)



Bounce Rate

Single Site - DHS.gov
71.18%
Avg for View: 52.09% (36.66%)



Top Pages

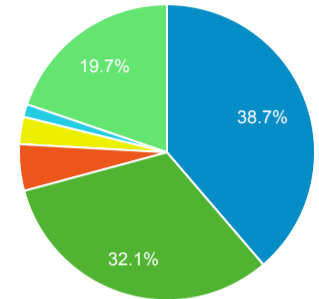
Page Title	Pageviews	Bounce Rate
Home Homeland Security	5,143,260	67.52%
REAL ID Homeland Security	2,236,562	70.85%
Blue Campaign Homeland Security	1,285,834	82.62%
Science and Technology Directorate Homeland Security	1,182,300	99.05%
Visa Waiver Program Requirements Homeland Security	923,375	75.12%
REAL ID FAQs Homeland Security	772,422	86.64%
Check Wait Times Homeland Security	701,530	56.75%
Website Privacy Policy Homeland Security	625,780	98.35%
Homeland Security Careers Homeland Security	614,322	20.51%
How to Report Suspicious Activity Homeland Security	588,302	78.66%

Visits by Social Network

Social Network	Sessions
Facebook	229,874
Twitter	100,664
LinkedIn	55,039
YouTube	20,722
Instagram	19,432
reddit	9,351
Instagram Stories	4,374
Quora	2,751
Naver	1,816
TripAdvisor	763

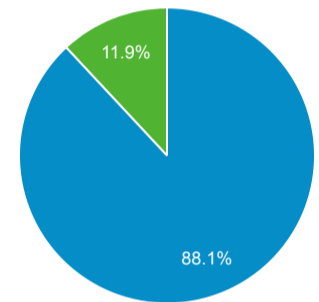
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Jan 1, 2023 - Dec 31, 2023

Single Site - DHS.gov
2.79% Sessions

Visits to DHS.gov

Single Site - DHS.gov

29,983,871

% of Total: 2.79% (1,074,777,232)



Total Internal Searches

Single Site - DHS.gov

687,332

% of Total: 3.73% (18,428,166)



Total External Searches (Google)

Single Site - DHS.gov

12,074,705

% of Total: 1.12% (1,074,777,232)

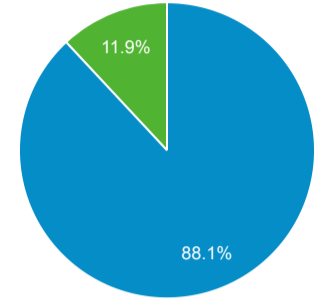


Top External Searches (Google - as reported)

Page Title	Sessions
Home Homeland Security	813,092
Blue Campaign Homeland Security	792,961
REAL ID Homeland Security	514,035
Check Immigration Case Status Homeland Security	376,807
Apply for a U.S. Passport Homeland Security	326,464
REAL ID FAQs Homeland Security	326,378
Check Wait Times Homeland Security	311,364
National Terrorism Advisory System Homeland Security	296,650
Enhanced Drivers Licenses: What Are They? Homeland Security	291,899
Visa Waiver Program Requirements Homeland Security	248,779

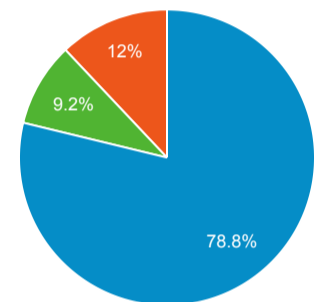
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2023- 12/31/2023

Overall Customer Satisfaction Score

68.06

How would you rate your overall experience today?

64.37

Answer Choices	Responses	Points	Score
▪ Outstanding	1520	100	152000
▪ Above Average	1248	75	93600
▪ Average	1451	50	72550
▪ Below Average	325	25	8125
▪ Poor	525	0	0
Total	5069		326275

Were you able to complete the purpose of your visit?

62.71

Answer Choices	Responses	Points	Score
▪ Yes	3179	100	317900
▪ No	1890	0	0
Total	5069		317900

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

86.10

Answer Choices	Responses	Points	Score
▪ Yes	3594	100	359400
▪ No	580	0	0
Total	4174		359400

Will you recommend this website to a friend or colleague?

80.33

Answer Choices	Responses	Points	Score
▪ Yes	3353	100	335300
▪ No	821	0	0
Total	4174		335300

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

59.68

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2491	100	249100
▪ Had technical difficulties (e.g. error messages, broken links)	218	0	0
▪ Links did not take me where I expected	119	0	0
▪ Links / labels are difficult to understand, they are not intuitive	340	0	0
▪ Navigated to general area but couldn't find the specific content needed	576	0	0
▪ Too many links or navigational choices	182	0	0
▪ Would often feel lost, not know where I was	248	0	0
Total	4174		249100

How was your experience using our site search?

50.25

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1292	100	129200
▪ I was not sure what words to use in my search	272	0	0
▪ Results were not helpful	418	0	0
▪ Results were not relevant to my search terms or needs	221	0	0
▪ Results were too similar / redundant	90	0	0
▪ Returned not enough or no results	162	0	0
▪ Returned too many results	116	0	0
Total	2571		129200

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2023- 12/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	223	4.40%
▪ Contact information	209	4.12%
▪ Contracting opportunities	76	1.50%
▪ Cybersecurity	211	4.16%
▪ Disaster assistance	64	1.26%
▪ Email, RSS feeds, or subscription services	56	1.10%
▪ Forms or publications	128	2.53%
▪ Human trafficking	177	3.49%
▪ Immigration and citizenship	450	8.88%
▪ Information about DHS (leadership, history, etc.)	165	3.26%
▪ Jobs / career information	398	7.85%
▪ Law enforcement	137	2.70%
▪ News	124	2.45%
▪ Photographs	11	0.22%
▪ Small business resources	42	0.83%
▪ Training	343	6.77%
▪ Travel	539	10.63%
▪ Videos	39	0.77%
▪ Other	1677	33.08%
Total	5069	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	58	4.01%
▪ Content wasn't easy to understand	154	10.64%
▪ Could not find what I was looking for	983	67.93%
▪ Error on page	76	5.25%
▪ Multimedia / technical problem	54	3.73%
▪ Outdated information	122	8.43%
▪ Other	0	0.00%
Total	1447	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	290	6.95%
▪ Educator	218	5.22%
▪ Federal government employee	238	5.70%
▪ First responder / law enforcement official	192	4.60%
▪ Government contractor	253	6.06%
▪ International visitor	116	2.78%
▪ Job seeker	317	7.59%
▪ Media representative	29	0.69%
▪ Non-profit staff or volunteer	156	3.74%
▪ Seeking citizenship or immigration information	237	5.68%
▪ State, tribal, territorial or local government representative	78	1.87%
▪ Student	500	11.98%
▪ Traveler (domestic or international)	600	14.37%
▪ Other	950	22.76%
Total	4174	100%