

DHS.gov Web Performance Metrics

Dec 1, 2023 - Dec 31, 2023

Single Site - DHS.gov
2.83% Sessions

Total Visits

Single Site - DHS.gov
2,188,756
% of Total: 2.83% (77,222,945)



Avg. Visit Duration

Single Site - DHS.gov
00:01:06
Avg for View: 00:02:32 (-56.80%)



Pageviews

Single Site - DHS.gov
3,434,242
% of Total: 2.21% (155,162,421)



Unique Visitors

Single Site - DHS.gov
1,890,883
% of Total: 4.79% (39,437,337)



Avg. Pages / Visit

Single Site - DHS.gov
1.57
Avg for View: 2.01 (-21.91%)



Avg. Time on Page

Single Site - DHS.gov
00:01:55
Avg for View: 00:02:29 (-22.41%)



Bounce Rate

Single Site - DHS.gov
73.13%
Avg for View: 55.15% (32.61%)



Top Pages

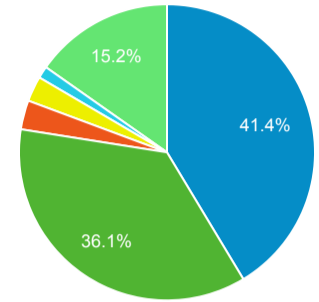
Page Title	Pageviews	Bounce Rate
Home Homeland Security	438,186	73.27%
REAL ID Homeland Security	179,864	72.83%
Science and Technology Directorate Homeland Security	138,764	99.28%
Check Wait Times Homeland Security	98,462	55.21%
#WearBlueDay Homeland Security	89,285	91.07%
Customer Experience at DHS Homeland Security	80,749	99.85%
Website Privacy Policy Homeland Security	76,113	94.87%
National Terrorism Advisory System Homeland Security	72,969	75.00%
Visa Waiver Program Requirements Homeland Security	59,495	74.84%
Homeland Security Careers Homeland Security	48,765	20.80%

Visits by Social Network

Social Network	Sessions
Facebook	6,165
Twitter	4,694
LinkedIn	2,409
reddit	1,066
YouTube	868
Instagram	340
Quora	210
Instagram Stories	121
Naver	83
TripAdvisor	48

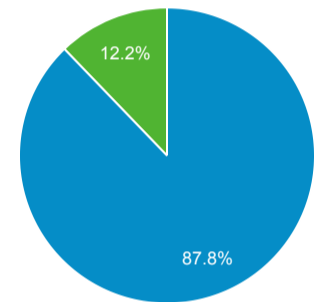
Visits by Source

(direct) google facebook.com
bing Inks.gd Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Dec 1, 2023 - Dec 31, 2023

Single Site - DHS.gov
2.83% Sessions

Visits to DHS.gov

Single Site - DHS.gov

2,188,756

% of Total: 2.83% (77,222,945)



Total Internal Searches

Single Site - DHS.gov

47,755

% of Total: 3.91% (1,221,153)



Total External Searches (Google)

Single Site - DHS.gov

876,618

% of Total: 1.14% (77,222,945)

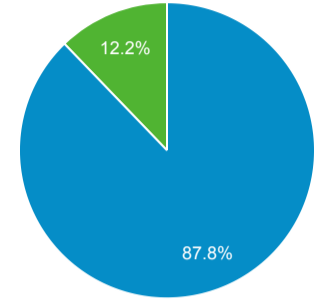


Top External Searches (Google - as reported)

Page Title	Sessions
Check Wait Times Homeland Security	64,126
Home Homeland Security	57,124
REAL ID Homeland Security	43,191
National Terrorism Advisory System Homeland Security	35,982
Check Immigration Case Status Homeland Security	24,863
Homeland Security Careers Homeland Security	19,725
Trusted Traveler Programs Homeland Security	18,281
REAL ID FAQs Homeland Security	17,737
Enhanced Drivers Licenses: What Are They? Homeland Security	17,562
Visa Waiver Program Requirements Homeland Security	15,102

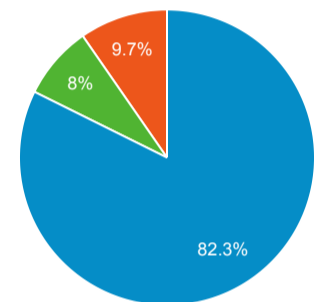
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

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

Overall Customer Satisfaction Score

68.38

How would you rate your overall experience today?

64.10

Answer Choices	Responses	Points	Score
▪ Outstanding	727	100	72700
▪ Above Average	597	75	44775
▪ Average	699	50	34950
▪ Below Average	146	25	3650
▪ Poor	266	0	0
Total	2435		156075

Were you able to complete the purpose of your visit?

63.33

Answer Choices	Responses	Points	Score
▪ Yes	1542	100	154200
▪ No	893	0	0
Total	2435		154200

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

86.06

Answer Choices	Responses	Points	Score
▪ Yes	1716	100	171600
▪ No	278	0	0
Total	1994		171600

Will you recommend this website to a friend or colleague?

80.74

Answer Choices	Responses	Points	Score
▪ Yes	1610	100	161000
▪ No	384	0	0
Total	1994		161000

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

60.33

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1203	100	120300
▪ Had technical difficulties (e.g. error messages, broken links)	106	0	0
▪ Links did not take me where I expected	62	0	0
▪ Links / labels are difficult to understand, they are not intuitive	160	0	0
▪ Navigated to general area but couldn't find the specific content needed	262	0	0
▪ Too many links or navigational choices	84	0	0
▪ Would often feel lost, not know where I was	117	0	0
Total	1994		120300

How was your experience using our site search?

51.03

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	621	100	62100
▪ I was not sure what words to use in my search	117	0	0
▪ Results were not helpful	209	0	0
▪ Results were not relevant to my search terms or needs	101	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	74	0	0
▪ Returned too many results	54	0	0
Total	1217		62100

DHS.gov Customer Satisfaction Survey

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

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	113	4.64%
▪ Contact information	100	4.11%
▪ Contracting opportunities	36	1.48%
▪ Cybersecurity	94	3.86%
▪ Disaster assistance	34	1.40%
▪ Email, RSS feeds, or subscription services	27	1.11%
▪ Forms or publications	64	2.63%
▪ Human trafficking	92	3.78%
▪ Immigration and citizenship	230	9.45%
▪ Information about DHS (leadership, history, etc.)	75	3.08%
▪ Jobs / career information	173	7.10%
▪ Law enforcement	58	2.38%
▪ News	65	2.67%
▪ Photographs	4	0.16%
▪ Small business resources	22	0.90%
▪ Training	167	6.86%
▪ Travel	256	10.51%
▪ Videos	18	0.74%
▪ Other	807	33.14%
Total	2435	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	26	4.18%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	482	77.49%
▪ Error on page	32	5.14%
▪ Multimedia / technical problem	27	4.34%
▪ Outdated information	55	8.84%
▪ Other	0	0.00%
Total	622	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	141	7.07%
▪ Educator	104	5.22%
▪ Federal government employee	123	6.17%
▪ First responder / law enforcement official	81	4.06%
▪ Government contractor	127	6.37%
▪ International visitor	60	3.01%
▪ Job seeker	134	6.72%
▪ Media representative	13	0.65%
▪ Non-profit staff or volunteer	83	4.16%
▪ Seeking citizenship or immigration information	123	6.17%
▪ State, tribal, territorial or local government representative	35	1.76%
▪ Student	229	11.48%
▪ Traveler (domestic or international)	276	13.84%
▪ Other	465	23.32%
Total	1994	100%