

Single Site - DHS.gov
3.48% Sessions

Total Visits

Single Site - DHS.gov
3,341,279
% of Total: 3.48% (95,898,600)



Avg. Visit Duration

Single Site - DHS.gov
00:00:54
Avg for View: 00:02:39 (-65.97%)



Pageviews

Single Site - DHS.gov
5,098,792
% of Total: 2.62% (194,298,802)



Unique Visitors

Single Site - DHS.gov
2,972,115
% of Total: 6.24% (47,642,253)



Avg. Pages / Visit

Single Site - DHS.gov
1.53
Avg for View: 2.03 (-24.68%)



Avg. Time on Page

Single Site - DHS.gov
00:01:43
Avg for View: 00:02:33 (-32.75%)



Bounce Rate

Single Site - DHS.gov
74.63%
Avg for View: 53.85% (38.57%)



Top Pages

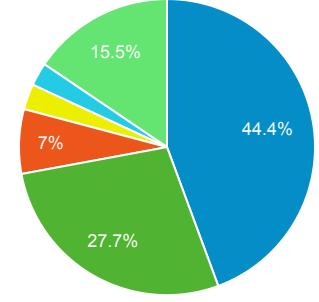
| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| Home Homeland Security | 490,142 | 63.96% |
| Website Privacy Policy Homeland Security | 369,772 | 95.21% |
| REAL ID Homeland Security | 237,656 | 72.78% |
| Learn How You Can Stop Human Trafficking Homeland Security | 212,347 | 72.93% |
| Center for Prevention Programs and Partnerships Homeland Security | 191,070 | 99.60% |
| Help Tackle Trafficking Homeland Security | 183,683 | 91.09% |
| Science and Technology Directorate Homeland Security | 139,753 | 99.07% |
| #WearBlueDay Homeland Security | 121,290 | 74.03% |
| Blue Campaign Homeland Security | 92,407 | 68.64% |
| Customer Experience at DHS Homeland Security | 74,342 | 99.73% |

Visits by Social Network

| Social Network | Sessions |
|-------------------|----------|
| Facebook | 7,513 |
| Twitter | 3,608 |
| LinkedIn | 2,465 |
| reddit | 1,482 |
| Instagram | 757 |
| YouTube | 551 |
| Quora | 228 |
| Instagram Stories | 186 |
| Naver | 95 |
| Yammer | 73 |

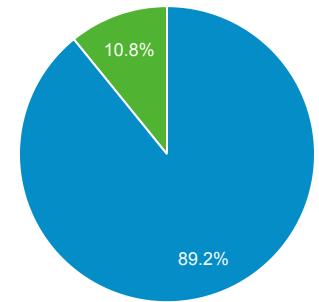
Visits by Source

(direct) google facebook.com
dv360 bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



Single Site - DHS.gov
3.48% Sessions

Visits to DHS.gov

Single Site - DHS.gov

3,341,279

% of Total: 3.48% (95,898,600)



Total Internal Searches

Single Site - DHS.gov

61,653

% of Total: 3.50% (1,761,711)



Total External Searches (Google)

Single Site - DHS.gov

1,036,418

% of Total: 1.08% (95,898,600)

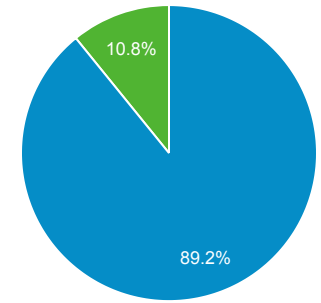


Top External Searches (Google - as reported)

| Page Title | Sessions |
|---|----------|
| Home Homeland Security | 70,998 |
| REAL ID Homeland Security | 57,633 |
| Check Immigration Case Status Homeland Security | 41,979 |
| Check Wait Times Homeland Security | 28,840 |
| Homeland Security Careers Homeland Security | 27,674 |
| Enhanced Drivers Licenses: What Are They? Homeland Security | 22,932 |
| REAL ID FAQs Homeland Security | 22,810 |
| Trusted Traveler Programs Homeland Security | 22,757 |
| What Is Human Trafficking? Homeland Security | 16,786 |
| National Terrorism Advisory System Homeland Security | 15,143 |

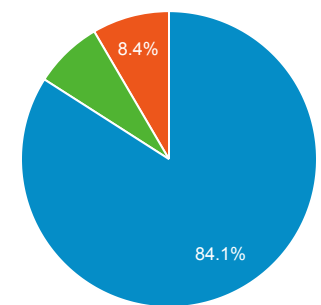
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2024-1/31/2024

Overall Customer Satisfaction Score

69.15

How would you rate your overall experience today?

64.72

| Answer Choices | Responses | Points | Score |
|-----------------|-------------|--------|---------------|
| ▪ Outstanding | 891 | 100 | 89100 |
| ▪ Above Average | 751 | 75 | 56325 |
| ▪ Average | 843 | 50 | 42150 |
| ▪ Below Average | 165 | 25 | 4125 |
| ▪ Poor | 312 | 0 | 0 |
| Total | 2962 | | 191700 |

Were you able to complete the purpose of your visit?

63.81

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 1890 | 100 | 189000 |
| ▪ No | 1072 | 0 | 0 |
| Total | 2962 | | 189000 |

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

86.33

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 2110 | 100 | 211000 |
| ▪ No | 334 | 0 | 0 |
| Total | 2444 | | 211000 |

Will you recommend this website to a friend or colleague?

80.89

| Answer Choices | Responses | Points | Score |
|----------------|-------------|--------|---------------|
| ▪ Yes | 1977 | 100 | 197700 |
| ▪ No | 467 | 0 | 0 |
| Total | 2444 | | 197700 |

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

61.82

NOTE: Excludes "Other" responses

| Answer Choices | Responses | Points | Score |
|---|-------------|--------|---------------|
| ▪ Encountered no difficulties | 1511 | 100 | 151100 |
| ▪ Had technical difficulties (e.g. error messages, broken links) | 116 | 0 | 0 |
| ▪ Links did not take me where I expected | 87 | 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 | 307 | 0 | 0 |
| ▪ Too many links or navigational choices | 82 | 0 | 0 |
| ▪ Would often feel lost, not know where I was | 146 | 0 | 0 |
| Total | 2444 | | 151100 |

How was your experience using our site search?

52.75

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

| Answer Choices | Responses | Points | Score |
|---|-------------|--------|--------------|
| ▪ Encountered no difficulties | 767 | 100 | 76700 |
| ▪ I was not sure what words to use in my search | 134 | 0 | 0 |
| ▪ Results were not helpful | 220 | 0 | 0 |
| ▪ Results were not relevant to my search terms or needs | 128 | 0 | 0 |
| ▪ Results were too similar / redundant | 50 | 0 | 0 |
| ▪ Returned not enough or no results | 95 | 0 | 0 |
| ▪ Returned too many results | 60 | 0 | 0 |
| Total | 1454 | | 76700 |

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2024-1/31/2024

Demographic Information

What Information were you looking for today?

| Answer Choices | Responses | Percentage |
|---|-------------|-------------|
| ▪ Border management | 138 | 4.66% |
| ▪ Contact information | 91 | 3.07% |
| ▪ Contracting opportunities | 42 | 1.42% |
| ▪ Cybersecurity | 127 | 4.29% |
| ▪ Disaster assistance | 42 | 1.42% |
| ▪ Email, RSS feeds, or subscription services | 22 | 0.74% |
| ▪ Forms or publications | 67 | 2.26% |
| ▪ Human trafficking | 255 | 8.61% |
| ▪ Immigration and citizenship | 264 | 8.91% |
| ▪ Information about DHS (leadership, history, etc.) | 78 | 2.63% |
| ▪ Jobs / career information | 248 | 8.37% |
| ▪ Law enforcement | 58 | 1.96% |
| ▪ News | 61 | 2.06% |
| ▪ Photographs | 3 | 0.10% |
| ▪ Small business resources | 24 | 0.81% |
| ▪ Training | 189 | 6.38% |
| ▪ Travel | 332 | 11.21% |
| ▪ Videos | 18 | 0.61% |
| ▪ Other | 903 | 30.49% |
| Total | 2962 | 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 | 27 | 3.76% |
| ▪ Content wasn't easy to understand | 0 | 0.00% |
| ▪ Could not find what I was looking for | 548 | 76.32% |
| ▪ Error on page | 50 | 6.96% |
| ▪ Multimedia / technical problem | 33 | 4.60% |
| ▪ Outdated information | 60 | 8.36% |
| ▪ Other | 0 | 0.00% |
| Total | 718 | 100% |

Which of the following best describes you?

| Answer Choices | Responses | Percentage |
|---|-------------|-------------|
| ▪ Business representative | 177 | 7.24% |
| ▪ Educator | 137 | 5.61% |
| ▪ Federal government employee | 160 | 6.55% |
| ▪ First responder / law enforcement official | 138 | 5.65% |
| ▪ Government contractor | 136 | 5.56% |
| ▪ International visitor | 83 | 3.40% |
| ▪ Job seeker | 198 | 8.10% |
| ▪ Media representative | 9 | 0.37% |
| ▪ Non-profit staff or volunteer | 109 | 4.46% |
| ▪ Seeking citizenship or immigration information | 116 | 4.75% |
| ▪ State, tribal, territorial or local government representative | 42 | 1.72% |
| ▪ Student | 239 | 9.78% |
| ▪ Traveler (domestic or international) | 365 | 14.93% |
| ▪ Other | 535 | 21.89% |
| Total | 2444 | 100% |