

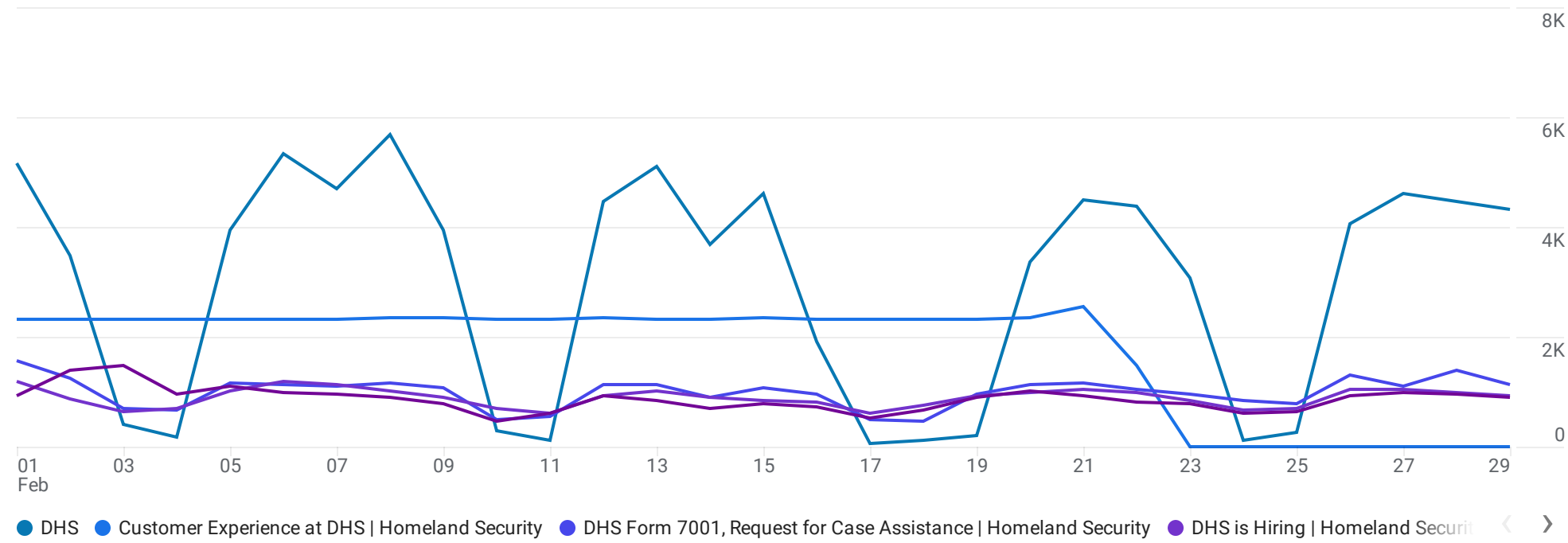
All Users Add comparison +

Custom Feb 1 - Feb 29, 2024

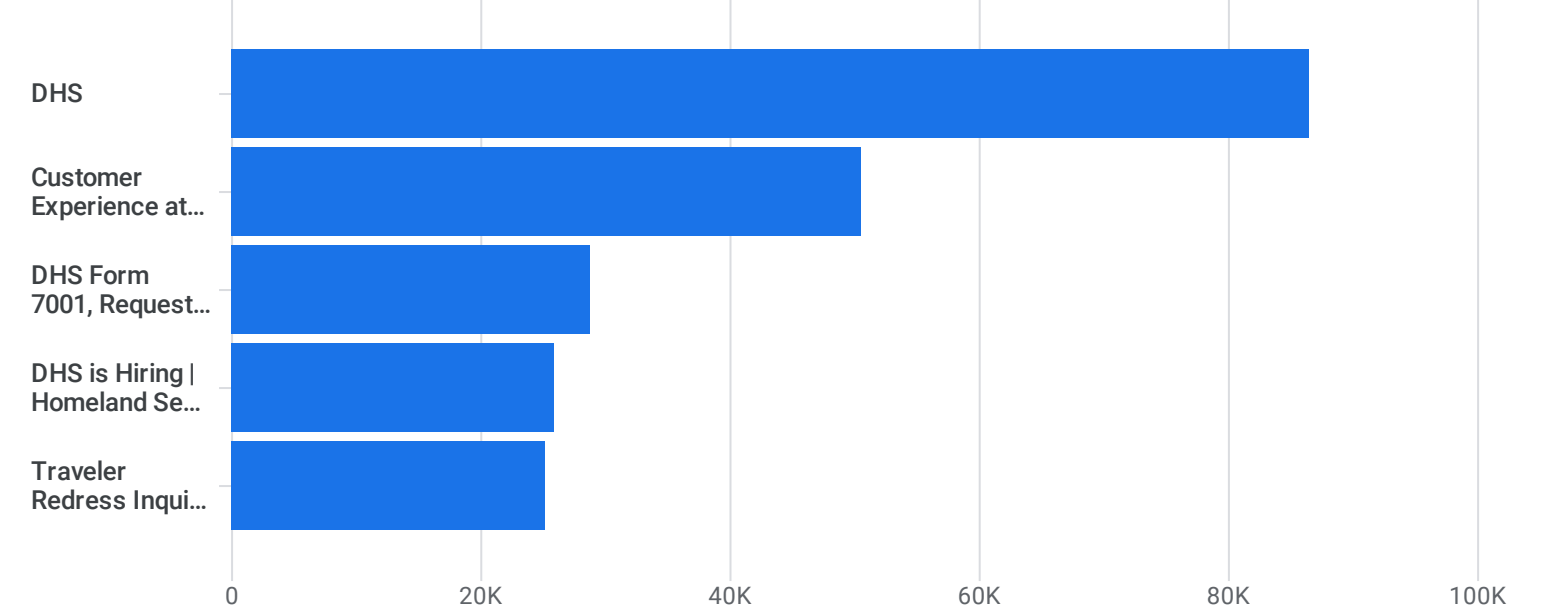
Pages and screens ⚠

Add filter +

Views by Page title and screen class over time



Views by Page title and screen class



Search: DHS Rows per page: 10 Go to: 1 1-10 of 3012

	↓ Views	Users	Views per user	Average engagement time	Event count	Conversions
	0.02% of total	0.05% of total	Avg -64.81%	Avg -61.06%	All events	All events
	624,289	350,194	1.78	44s	1,642,357	26,746.00
	0.02% of total	0.05% of total			0.02% of total	0.04% of total
1 DHS	84,887	2,334	36.37	9m 11s	85,591	0.00
2 Customer Experience at DHS Homeland Security	50,544	49,953	1.01	0s	151,590	0.00
3 DHS Form 7001, Request for Case Assistance Homeland Security	27,889	10,957	2.55	4m 45s	74,459	438.00
4 DHS is Hiring Homeland Security	25,040	19,417	1.29	22s	58,749	0.00
5 Traveler Redress Inquiry Program (DHS TRIP) Homeland Security	24,473	16,103	1.52	34s	78,263	0.00
6 USAJOBS - DHS Cyber - Apply	20,676	12,972	1.59	1m 10s	74,442	2,714.00
7 About DHS Homeland Security	16,277	12,653	1.29	27s	41,617	0.00
8 Customer Experience (CX) at DHS Homeland Security	15,742	14,834	1.06	0s	47,136	3.00
9 DHS/CBP/PIA-016(a) I-94 Website Application Homeland Security	11,452	8,482	1.35	20s	29,213	1,186.00
10 DHS Traveler Redress Inquiry Program Transportation Security Administration	11,163	9,443	1.18	23s	37,811	0.00

All Users [Add comparison](#) +

Custom Feb 1 - Feb 29, 2024

User Engagement [Add filter](#) +

www.dhs.gov

Rows per page: 10 Go to: 1 1-10 of 8126

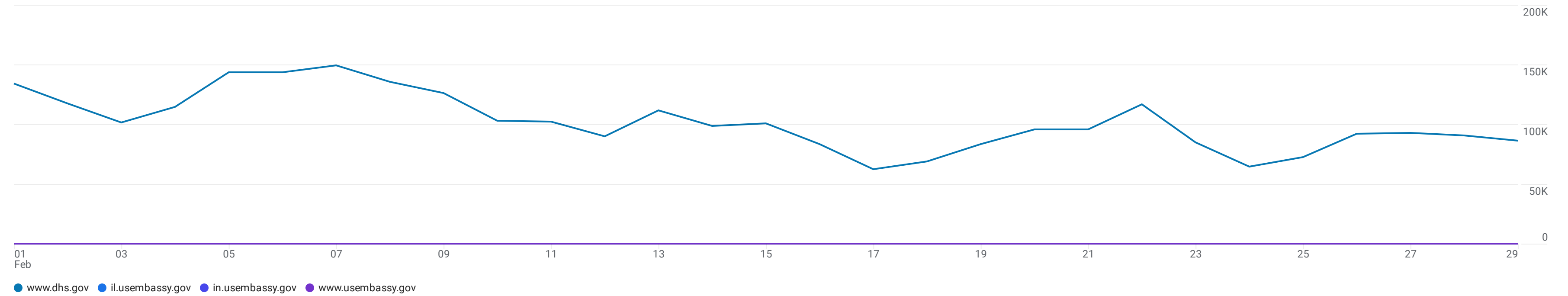
			↓ Views	Engagement rate	Average engagement time	Sessions	Bounce rate
			3,390,836 0.1% of total	48.97% Avg -10.91%	39s Avg -65.11%	2,422,805 0.17% of total	51.03% Avg +13.31%
1	www.dhs.gov	/	603,003	49.39%	42s	318,313	50.61%
2	www.dhs.gov	/blue-campaign/tacklettrafficking	580,936	17.59%	2s	444,354	82.41%
3	www.dhs.gov	/real-id	281,491	58.73%	36s	197,155	41.27%
4	www.dhs.gov	/privacy-policy	239,321	19.53%	5s	240,719	80.47%
5	www.dhs.gov	/homeland-security-careers	73,000	77.77%	56s	27,926	22.23%
6	www.dhs.gov	/visa-waiver-program	56,409	84.11%	49s	27,242	15.89%
7	www.dhs.gov	/national-terrorism-advisory-system	53,918	56.04%	32s	36,666	43.96%
8	www.dhs.gov	/check-immigration-case-status	50,290	38.85%	13s	40,749	61.15%
9	www.dhs.gov	/trusted-traveler-programs	49,565	48.11%	18s	36,097	51.89%
10	www.dhs.gov	/visa-waiver-program-requirements	48,073	72.92%	46s	36,281	27.08%

All Users [Add comparison +](#)

Custom Feb 1 - Feb 29, 2024

User Traffic (Source/Medium) [Add filter +](#)

Sessions by Hostname over time



www.dhs.gov

Rows per page: 10 Go to: 1 < 1-10 of 177 >

			↓ Sessions	Total users	New users	Returning users
			3,080,140 0.22% of total	2,467,918 0.34% of total	2,273,652 0.37% of total	296,566 0.16% of total
1	www.dhs.gov	(direct) / (none)	1,425,125	1,251,334	1,190,945	89,089
2	www.dhs.gov	google / organic	961,010	733,036	639,035	152,428
3	www.dhs.gov	google.com / cpc	209,224	183,217	182,631	9,934
4	www.dhs.gov	dv360 / cpc	175,683	125,491	113,671	19,415
5	www.dhs.gov	bing / organic	92,504	60,016	45,296	19,603
6	www.dhs.gov	facebook.com / cpc	44,670	41,878	36,799	427
7	www.dhs.gov	google / cpc	41,743	37,806	35,395	4,801
8	www.dhs.gov	(not set)	25,180	24,854	6	1,647
9	www.dhs.gov	yahoo / organic	16,041	12,400	10,551	2,936
10	www.dhs.gov	duckduckgo / organic	13,271	11,002	10,096	1,666

DHS.gov Customer Satisfaction Survey

Time Period: 2/1/2024-2/29/2024

Overall Customer Satisfaction Score

69.06

How would you rate your overall experience today?

64.43

Answer Choices	Responses	Points	Score
▪ Outstanding	862	100	86200
▪ Above Average	747	75	56025
▪ Average	877	50	43850
▪ Below Average	191	25	4775
▪ Poor	285	0	0
Total	2962		190850

Were you able to complete the purpose of your visit?

63.88

Answer Choices	Responses	Points	Score
▪ Yes	1892	100	189200
▪ No	1070	0	0
Total	2962		189200

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

86.58

Answer Choices	Responses	Points	Score
▪ Yes	2123	100	212300
▪ No	329	0	0
Total	2452		212300

Will you recommend this website to a friend or colleague?

81.12

Answer Choices	Responses	Points	Score
▪ Yes	1989	100	198900
▪ No	463	0	0
Total	2452		198900

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

61.42

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1506	100	150600
▪ Had technical difficulties (e.g. error messages, broken links)	119	0	0
▪ Links did not take me where I expected	72	0	0
▪ Links / labels are difficult to understand, they are not intuitive	189	0	0
▪ Navigated to general area but couldn't find the specific content needed	317	0	0
▪ Too many links or navigational choices	118	0	0
▪ Would often feel lost, not know where I was	131	0	0
Total	2452		150600

How was your experience using our site search?

52.33

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	775	100	77500
▪ I was not sure what words to use in my search	169	0	0
▪ Results were not helpful	224	0	0
▪ Results were not relevant to my search terms or needs	122	0	0
▪ Results were too similar / redundant	44	0	0
▪ Returned not enough or no results	95	0	0
▪ Returned too many results	52	0	0
Total	1481		77500

DHS.gov Customer Satisfaction Survey

Time Period: 2/1/2024-2/29/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	117	3.95%
▪ Contact information	101	3.41%
▪ Contracting opportunities	35	1.18%
▪ Cybersecurity	154	5.20%
▪ Disaster assistance	33	1.11%
▪ Email, RSS feeds, or subscription services	19	0.64%
▪ Forms or publications	87	2.94%
▪ Human trafficking	146	4.93%
▪ Immigration and citizenship	222	7.49%
▪ Information about DHS (leadership, history, etc.)	111	3.75%
▪ Jobs / career information	240	8.10%
▪ Law enforcement	62	2.09%
▪ News	59	1.99%
▪ Photographs	11	0.37%
▪ Small business resources	21	0.71%
▪ Training	187	6.31%
▪ Travel	338	11.41%
▪ Videos	24	0.81%
▪ Other	995	33.59%
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	33	4.60%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	561	78.13%
▪ Error on page	37	5.15%
▪ Multimedia / technical problem	27	3.76%
▪ 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	157	6.40%
▪ Educator	126	5.14%
▪ Federal government employee	157	6.40%
▪ First responder / law enforcement official	114	4.65%
▪ Government contractor	151	6.16%
▪ International visitor	70	2.85%
▪ Job seeker	188	7.67%
▪ Media representative	15	0.61%
▪ Non-profit staff or volunteer	71	2.90%
▪ Seeking citizenship or immigration information	131	5.34%
▪ State, tribal, territorial or local government representative	53	2.16%
▪ Student	303	12.36%
▪ Traveler (domestic or international)	397	16.19%
▪ Other	519	21.17%
Total	2452	100%