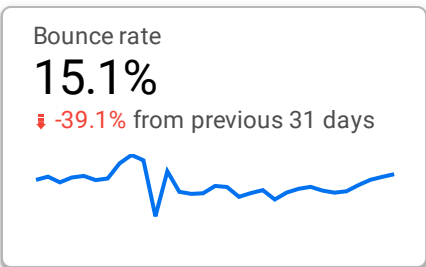
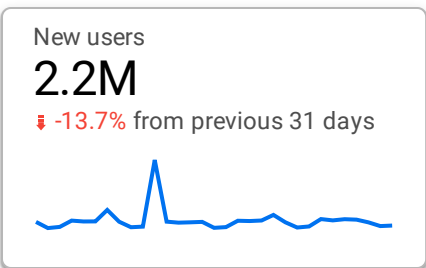
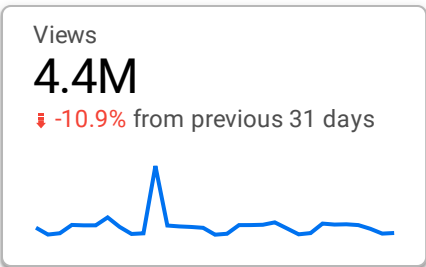
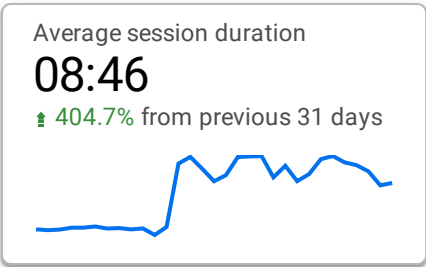
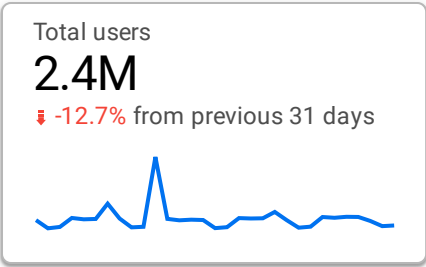
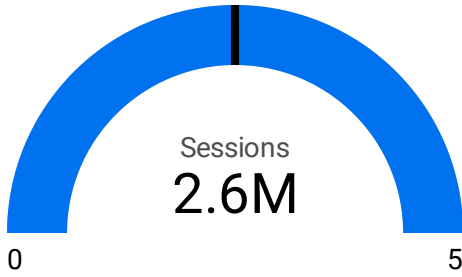


DHS.gov Web Performance Metrics

Google Single Site - DHS.gov



Top Pages

	Page title	Views	Bounce rate
1.	Home Homeland Security	518,548	16.96%
2.	DHS Indigenous Languages Plan Homeland Security	416,058	0.33%
3.	REAL ID Homeland Security	266,346	13.74%
4.	Science and Technology Directorate Homeland Security	137,781	13.61%
5.	Customer Experience (CX) at DHS Homeland Security	82,730	98.05%
6.	Site Search Homeland Security	76,053	6.31%
7.	National Terrorism Advisory System Homeland Security	74,542	10.05%
8.	Check Wait Times Homeland Security	71,017	9%
9.	Homeland Security Careers Homeland Security	61,962	4.86%
10.	REAL ID FAQs Homeland Security	61,646	19.37%

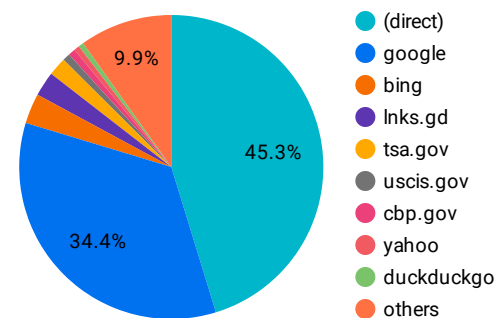
1 - 100 / 25748

Visits by Social Network

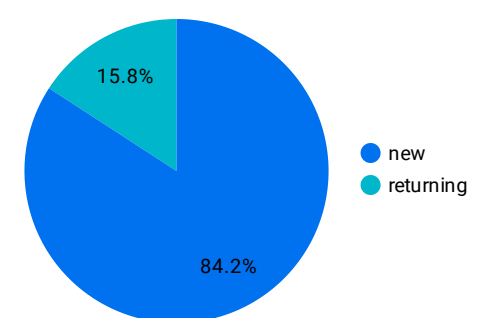
	Session source / medium	Sessions...	Engagement rate	Total use...
1.	instagram / paid_social	923	39.33%	914
2.	facebook / paid_social	900	65.11%	874
3.	twitter / paid_social	432	16.67%	427
4.	linkedin / paid_social	30	60%	30
5.	linkedin / social media	5	100%	3
6.	socialsecuritygov.sharepoint.com / referral	5	100%	5
7.	linkedin / social	3	100%	3
8.	socialwork.asu.edu / referral	3	100%	2

1 - 17 / 17

Visits by Source



New vs. Returned Visitors



DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2024-3/31/2024

Overall Customer Satisfaction Score

68.68

How would you rate your overall experience today?

64.69

Answer Choices	Responses	Points	Score
▪ Outstanding	857	100	85700
▪ Above Average	765	75	57375
▪ Average	881	50	44050
▪ Below Average	180	25	4500
▪ Poor	279	0	0
Total	2962		191625

Were you able to complete the purpose of your visit?

62.73

Answer Choices	Responses	Points	Score
▪ Yes	1858	100	185800
▪ No	1104	0	0
Total	2962		185800

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

86.12

Answer Choices	Responses	Points	Score
▪ Yes	2098	100	209800
▪ No	338	0	0
Total	2436		209800

Will you recommend this website to a friend or colleague?

80.58

Answer Choices	Responses	Points	Score
▪ Yes	1963	100	196300
▪ No	473	0	0
Total	2436		196300

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

61.86

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1507	100	150700
▪ Had technical difficulties (e.g. error messages, broken links)	104	0	0
▪ Links did not take me where I expected	86	0	0
▪ Links / labels are difficult to understand, they are not intuitive	171	0	0
▪ Navigated to general area but couldn't find the specific content needed	320	0	0
▪ Too many links or navigational choices	109	0	0
▪ Would often feel lost, not know where I was	139	0	0
Total	2436		150700

How was your experience using our site search?

51.33

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	752	100	75200
▪ I was not sure what words to use in my search	146	0	0
▪ Results were not helpful	220	0	0
▪ Results were not relevant to my search terms or needs	118	0	0
▪ Results were too similar / redundant	60	0	0
▪ Returned not enough or no results	109	0	0
▪ Returned too many results	60	0	0
Total	1465		75200

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2024-3/31/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	116	3.92%
▪ Contact information	119	4.02%
▪ Contracting opportunities	43	1.45%
▪ Cybersecurity	133	4.49%
▪ Disaster assistance	40	1.35%
▪ Email, RSS feeds, or subscription services	31	1.05%
▪ Forms or publications	91	3.07%
▪ Human trafficking	138	4.66%
▪ Immigration and citizenship	224	7.56%
▪ Information about DHS (leadership, history, etc.)	78	2.63%
▪ Jobs / career information	249	8.41%
▪ Law enforcement	45	1.52%
▪ News	67	2.26%
▪ Photographs	10	0.34%
▪ Small business resources	30	1.01%
▪ Training	199	6.72%
▪ Travel	345	11.65%
▪ Videos	16	0.54%
▪ Other	988	33.36%
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	40	5.24%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	600	78.53%
▪ Error on page	45	5.89%
▪ Multimedia / technical problem	35	4.58%
▪ Outdated information	44	5.76%
▪ Other	0	0.00%
Total	764	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	173	7.10%
▪ Educator	138	5.67%
▪ Federal government employee	181	7.43%
▪ First responder / law enforcement official	113	4.64%
▪ Government contractor	146	5.99%
▪ International visitor	60	2.46%
▪ Job seeker	191	7.84%
▪ Media representative	20	0.82%
▪ Non-profit staff or volunteer	78	3.20%
▪ Seeking citizenship or immigration information	110	4.52%
▪ State, tribal, territorial or local government representative	49	2.01%
▪ Student	281	11.54%
▪ Traveler (domestic or international)	384	15.76%
▪ Other	512	21.02%
Total	2436	100%