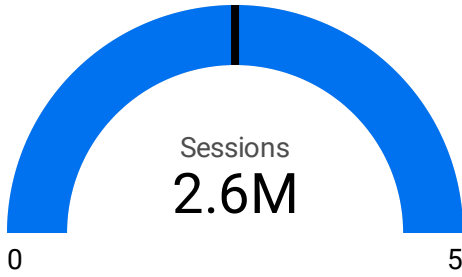




## DHS.gov Web Performance Metrics

### Google Single Site - DHS.gov



Total users  
**2.1M**  
-6.7% from previous 30 days



Average session duration  
**02:03**  
+5.8% from previous 30 days



Views  
**3.7M**  
-6.5% from previous 30 days



New users  
**1.9M**  
-8.8% from previous 30 days



Bounce rate  
**34.2%**  
+2.5% from previous 30 days



### Top Pages

	Page title	Views	Bounce rate
1.	Home   Homeland Security	474,947	53.94%
2.	REAL ID   Homeland Security	250,161	38.91%
3.	Carter's Story: Blue Campaign Youth Animated Video Series...	98,905	92.6%
4.	National Terrorism Advisory System   Homeland Security	87,349	37.36%
5.	Customer Experience (CX) at DHS   Homeland Security	82,960	99.34%
6.	Science and Technology Directorate   Homeland Security	67,259	95.65%
7.	Check Wait Times   Homeland Security	64,715	49.68%
8.	Visa Waiver Program Requirements   Homeland Security	62,165	19.28%
9.	REAL ID FAQs   Homeland Security	59,452	32.38%
10.	Check Immigration Case Status   Homeland Security	56,142	55.45%

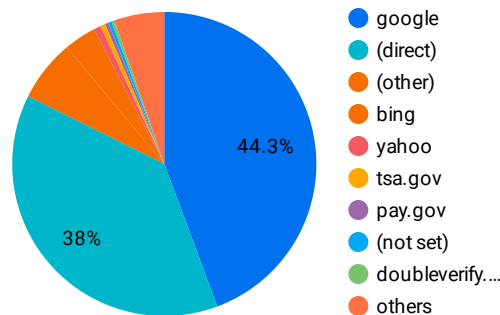
1 - 100 / 14196 < >

### Visits by Social Network

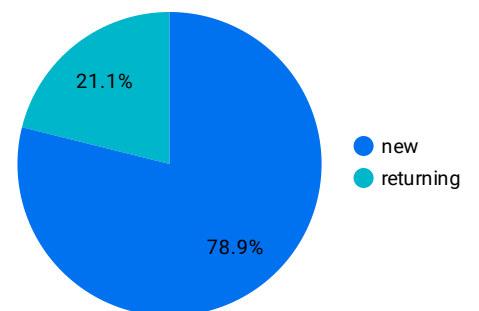
	Session source / medium	Sessions...	Engagement rate	Total use...
1.	instagram / paid_social	970	15.15%	942
2.	facebook / paid_social	893	21.39%	850
3.	twitter / paid_social	447	7.38%	441
4.	linkedin / paid_social	71	22.54%	65
5.	facebook_direct / paid_social	16	100%	16
6.	linkedin / social	16	0%	16
7.	reddit / social	5	0%	5
8.	twitter / social	5	0%	5

1 - 8 / 8 < >

### Visits by Source



### New vs. Returned Visitors



All Users Add comparison +

Custom Apr 1 - Apr 30, 2024

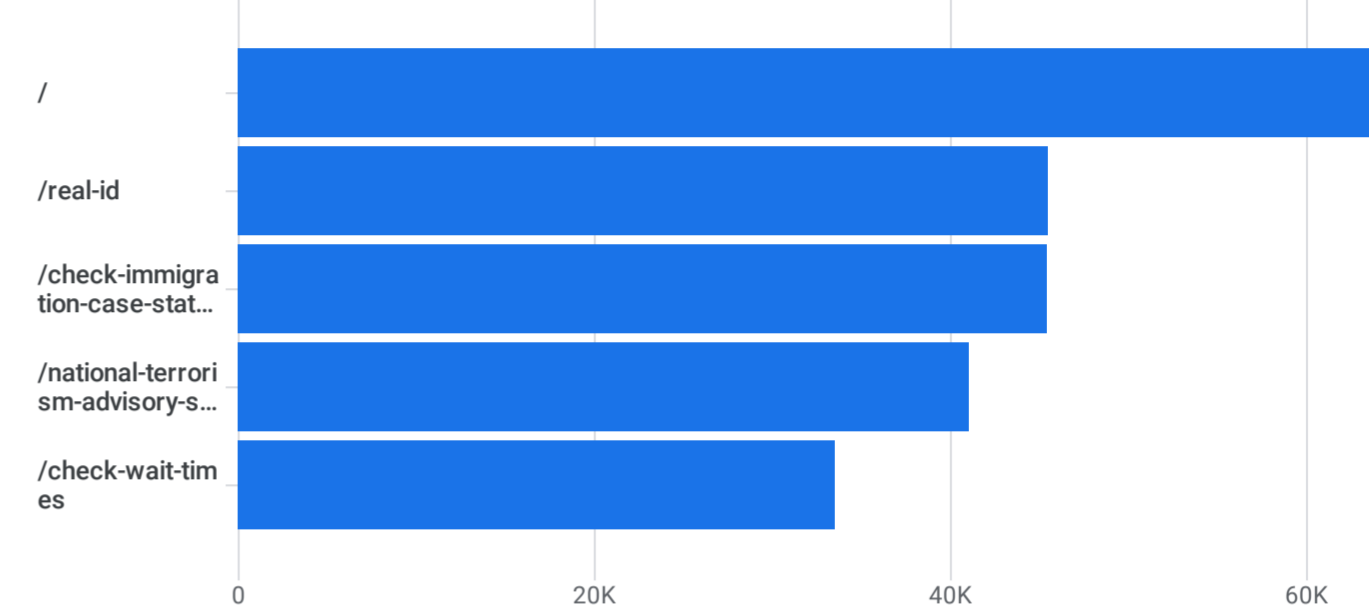
Google organic search traffic: Landing page + query string

Stream ID exactly matches...

Organic Google Search clicks over time



Organic Google Search clicks by Landing page + query string



Search... Rows per page: 10 Go to: 1 1-10 of 20033

Landing page + query string	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Users	Engaged sessions	Engagement rate	Average engagement time	Event count All events	Conversions All events	Ad revenue
	1,100,812 100% of total	67,951,237 100% of total	1.62% Avg 0%	14.04 100% of total	767,898 100% of total	764,652 100% of total	90.93% Avg 0%	1m 12s Avg 0%	8,095,823 100% of total	3,388,049.00 100% of total	\$0.00
1 /	66,654	1,288,067	5.17%	20.34	61,120	58,544	89.54%	1m 39s	994,552	436,296.00	\$0.00
2 /real-id	45,489	1,411,297	3.22%	14.29	43,375	41,491	94.51%	49s	354,914	143,418.00	\$0.00
3 /check-immigration-case-status	45,437	2,412,366	1.88%	5.90	35,613	40,924	98.46%	14s	293,086	129,334.00	\$0.00
4 /national-terrorism-advisory-system	41,042	487,848	8.41%	9.15	34,889	35,546	95.87%	34s	279,400	105,484.00	\$0.00
5 /check-wait-times	33,526	604,878	5.54%	16.78	31,509	30,088	92.99%	13s	206,577	88,473.00	\$0.00
6 /homeland-security-careers	25,869	952,617	2.72%	41.75	21,108	20,775	95.62%	1m 05s	312,777	146,098.00	\$0.00
7 /trusted-traveler-programs	24,476	848,281	2.89%	8.54	21,135	20,515	90.06%	19s	167,264	76,026.00	\$0.00
8 /real-id/real-id-faqs	20,982	1,806,705	1.16%	14.66	18,496	15,830	81.23%	1m 27s	105,298	26,733.00	\$0.00
9 /enhanced-drivers-licenses-what-are-they	20,128	387,890	5.19%	12.42	18,956	19,310	96.51%	45s	121,533	42,712.00	\$0.00
10 /ohss/topics/immigration/lpr/classes-of-admission	16,064	300,364	5.35%	13.42	14,037	15,449	98.72%	1m 14s	124,366	58,597.00	\$0.00

# DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2024-4/30/2024

## Overall Customer Satisfaction Score

**68.59**

### How would you rate your overall experience today?

**64.92**

Answer Choices	Responses	Points	Score
▪ Outstanding	838	100	83800
▪ Above Average	740	75	55500
▪ Average	797	50	39850
▪ Below Average	183	25	4575
▪ Poor	272	0	0
<b>Total</b>	<b>2830</b>		<b>183725</b>

### Were you able to complete the purpose of your visit?

**62.01**

Answer Choices	Responses	Points	Score
▪ Yes	1755	100	175500
▪ No	1075	0	0
<b>Total</b>	<b>2830</b>		<b>175500</b>

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

**85.98**

Answer Choices	Responses	Points	Score
▪ Yes	2000	100	200000
▪ No	326	0	0
<b>Total</b>	<b>2326</b>		<b>200000</b>

### Will you recommend this website to a friend or colleague?

**82.46**

Answer Choices	Responses	Points	Score
▪ Yes	1918	100	191800
▪ No	408	0	0
<b>Total</b>	<b>2326</b>		<b>191800</b>

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

**60.66**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1411	100	141100
▪ Had technical difficulties (e.g. error messages, broken links)	105	0	0
▪ Links did not take me where I expected	86	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	333	0	0
▪ Too many links or navigational choices	81	0	0
▪ Would often feel lost, not know where I was	115	0	0
<b>Total</b>	<b>2326</b>		<b>141100</b>

### How was your experience using our site search?

**50.64**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	714	100	71400
▪ I was not sure what words to use in my search	143	0	0
▪ Results were not helpful	231	0	0
▪ Results were not relevant to my search terms or needs	123	0	0
▪ Results were too similar / redundant	46	0	0
▪ Returned not enough or no results	85	0	0
▪ Returned too many results	68	0	0
<b>Total</b>	<b>1410</b>		<b>71400</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2024-4/30/2024

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	84	2.97%
▪ Contact information	96	3.39%
▪ Contracting opportunities	46	1.63%
▪ Cybersecurity	154	5.44%
▪ Disaster assistance	40	1.41%
▪ Email, RSS feeds, or subscription services	20	0.71%
▪ Forms or publications	55	1.94%
▪ Human trafficking	137	4.84%
▪ Immigration and citizenship	222	7.84%
▪ Information about DHS (leadership, history, etc.)	83	2.93%
▪ Jobs / career information	207	7.31%
▪ Law enforcement	73	2.58%
▪ News	57	2.01%
▪ Photographs	10	0.35%
▪ Small business resources	23	0.81%
▪ Training	199	7.03%
▪ Travel	319	11.27%
▪ Videos	25	0.88%
▪ Other	980	34.63%
<b>Total</b>	<b>2830</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	32	4.54%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	562	79.72%
▪ Error on page	41	5.82%
▪ Multimedia / technical problem	20	2.84%
▪ Outdated information	50	7.09%
▪ Other	0	0.00%
<b>Total</b>	<b>705</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	166	7.14%
▪ Educator	124	5.33%
▪ Federal government employee	194	8.34%
▪ First responder / law enforcement official	108	4.64%
▪ Government contractor	147	6.32%
▪ International visitor	63	2.71%
▪ Job seeker	165	7.09%
▪ Media representative	8	0.34%
▪ Non-profit staff or volunteer	97	4.17%
▪ Seeking citizenship or immigration information	112	4.82%
▪ State, tribal, territorial or local government representative	50	2.15%
▪ Student	274	11.78%
▪ Traveler (domestic or international)	366	15.74%
▪ Other	452	19.43%
<b>Total</b>	<b>2326</b>	<b>100%</b>