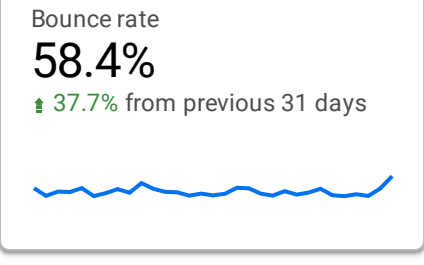
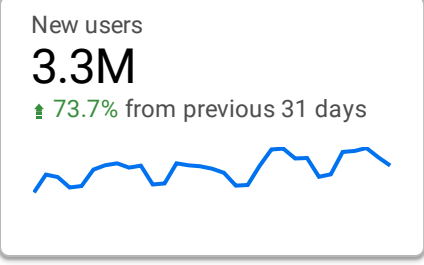
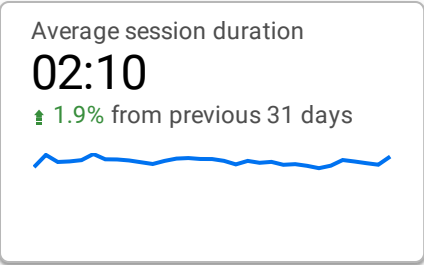
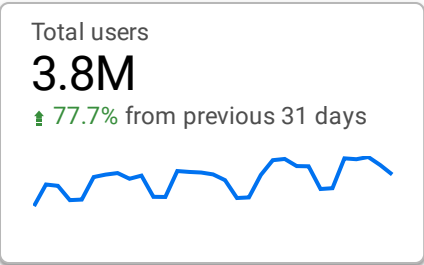
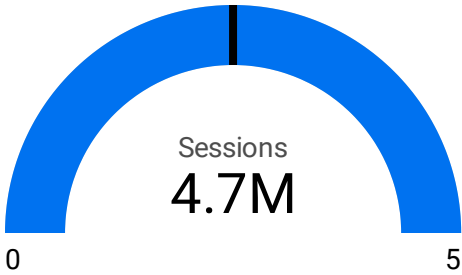


DHS.gov Web Performance Metrics

Google Single Site - DHS.gov

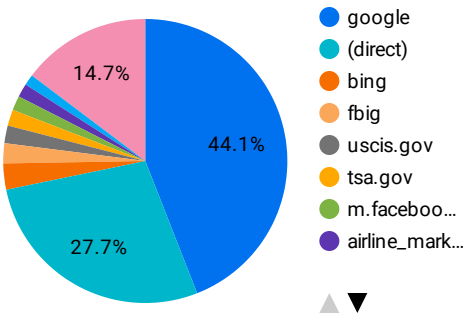


Top Pages

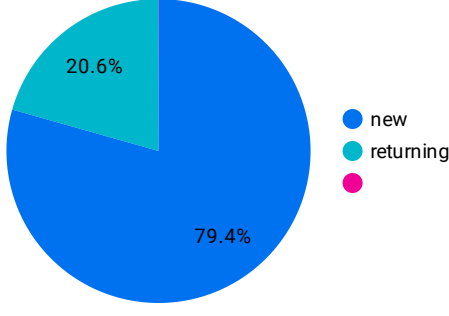
	Page title	Views	Bounce rate
1.	REAL ID Homeland Security	1,015,394	38.7%
2.	Home Homeland Security	639,694	38.33%
3.	REAL ID FAQs Homeland Security	251,313	33.56%
4.	National Terrorism Advisory System Homeland Security	208,471	32.88%
5.	Are You REAL ID Ready? Homeland Security	206,101	13.77%
6.	Statement from a DHS Spokesperson on Directives Expandi...	164,959	45.04%
7.	President Trump Signs the Laken Riley Act into Law Homel...	164,859	41.48%
8.	DHS to Extend Temporary Protected Status for Venezuela ...	149,584	50.78%
9.	President Trump is Already Securing Our Border and Deporti...	103,418	29.73%
10.	Site Search Homeland Security	95,990	12.63%
11.	DHS to Extend Temporary Protected Status for Ukraine Ho...	80,715	54.41%
12.	Check Wait Times Homeland Security	79,589	55.06%
13.	Homeland Security Careers Homeland Security	78,057	16.73%
14.	About REAL ID Homeland Security	64,903	13.62%
15.	Visa Waiver Program Homeland Security	64,761	22.53%
16.	DHS Publishes Federal Register Notice Extending Temporar...	64,500	42.7%
17.	Press Releases Homeland Security	62,209	16.48%
18.	Homeland Security LIVE Homeland Security	52,959	27.48%
19.	DHS is Hiring Homeland Security	49,318	11.69%
20.	All DHS News Homeland Security	46,518	17.28%

1 - 100 / 23166

Visits by Source



New vs. Returned Visitors





Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	reddit.com	26,969	99.37%	9,895
2.	m.facebook.com	10,310	99.91%	9,593
3.	l.facebook.com	8,744	99.46%	4,179
4.	linkedin.com	8,065	99.65%	5,358
5.	t.co	5,830	100%	4,245
6.	lm.facebook.com	2,122	99.58%	2,047
7.	facebook.com	1,877	99.52%	877
8.	quora.com	1,434	100%	726
9.	tiktok.com	1,047	100%	1,000
10.	l.instagram.com	972	100%	877



A

All Users

Add comparison +

Custom

Jan 1 - Jan 31, 2025

▼

Google organic search traffic: Landing page + query string

✔

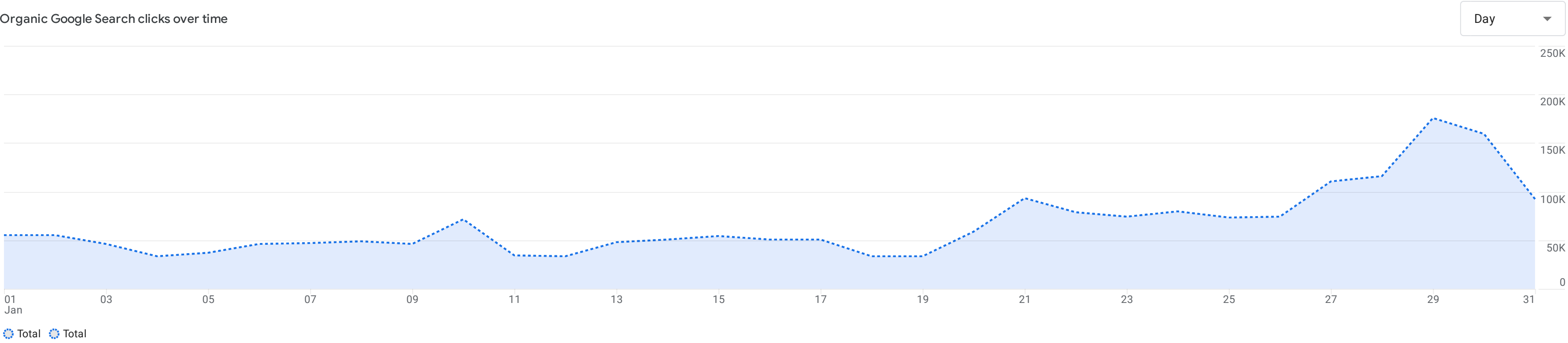
▼

Y

Stream ID exactly matche...

×

Organic Google Search clicks over time



🔍 Search... Rows per page: 10 Go to: 1 1-10 of 20922

Landing page + query string		↓	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users	Engaged sessions	Engagement rate	Average engagement time per active user	Event count All events	Key events All events	Ad revenue
Total			2,113,917 100% of total	141,746,846 100% of total	1.49% Avg 0%	12.28 100% of total	1,441,802 100% of total	1,631,852 100% of total	98.41% Avg 0%	1m 06s Avg 0%	13,735,686 100% of total	11,500,483.00 100% of total	\$0.00
1	/news/2025/01/29/president-trump-signs-laken-riley-act-law		173,525	1,450,940	11.96%	4.09	160,352	162,977	100%	36s	943,153	829,997.00	\$0.00
2	/real-id		165,845	4,915,631	3.37%	10.49	140,805	146,321	100%	56s	1,240,569	1,041,015.00	\$0.00
3	/		132,743	2,532,751	5.24%	29.63	104,934	120,675	100%	1m 43s	1,776,813	1,419,889.00	\$0.00
4	/real-id/real-id-faqs		90,526	6,657,734	1.36%	11.90	73,639	77,075	100%	1m 35s	422,457	362,442.00	\$0.00
5	/news/2025/01/26/president-trump-already-securing-our-border-and-deporting-criminal-aliens		90,446	1,681,581	5.38%	5.53	61,786	62,175	100%	59s	431,972	377,572.00	\$0.00
6	/news/2025/01/21/statement-dhs-spokesperson-directives-expanding-law-enforcement-and-ending-abuse		61,008	3,932,348	1.55%	8.13	50,601	51,413	100%	58s	389,143	326,617.00	\$0.00
7	/check-wait-times		53,426	1,133,436	4.71%	36.16	46,188	48,674	100%	11s	296,237	271,973.00	\$0.00
8	/homeland-security-careers		38,205	2,162,562	1.77%	43.26	27,723	29,429	100%	57s	404,455	322,583.00	\$0.00
9	/national-terrorism-advisory-system		28,045	355,035	7.9%	15.67	23,329	24,584	100%	33s	187,113	156,709.00	\$0.00
10	/blue-campaign/what-human-trafficking		26,772	883,855	3.03%	25.42	20,535	22,246	100%	1m 26s	155,223	128,462.00	\$0.00

DHS.gov Customer Satisfaction Survey

Time Period:1/1/2025-1/31/2025

Overall Customer Satisfaction Score

68.21

How would you rate your overall experience today?

65.04

Answer Choices	Responses	Points	Score
▪ Outstanding	1203	100	120300
▪ Above Average	1018	75	76350
▪ Average	1152	50	57600
▪ Below Average	255	25	6375
▪ Poor	379	0	0
Total	4007		260625

Were you able to complete the purpose of your visit?

62.17

Answer Choices	Responses	Points	Score
▪ Yes	2491	100	249100
▪ No	1516	0	0
Total	4007		249100

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

85.88

Answer Choices	Responses	Points	Score
▪ Yes	2823	100	282300
▪ No	464	0	0
Total	3287		282300

Will you recommend this website to a friend or colleague?

80.01

Answer Choices	Responses	Points	Score
▪ Yes	2630	100	263000
▪ No	657	0	0
Total	3287		263000

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

60.39

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1985	100	198500
▪ Had technical difficulties (e.g. error messages, broken links)	152	0	0
▪ Links did not take me where I expected	87	0	0
▪ Links / labels are difficult to understand, they are not intuitive	298	0	0
▪ Navigated to general area but couldn't find the specific content needed	461	0	0
▪ Too many links or navigational choices	145	0	0
▪ Would often feel lost, not know where I was	159	0	0
Total	3287		198500

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	990	100	99000
▪ I was not sure what words to use in my search	215	0	0
▪ Results were not helpful	315	0	0
▪ Results were not relevant to my search terms or needs	142	0	0
▪ Results were too similar / redundant	63	0	0
▪ Returned not enough or no results	157	0	0
▪ Returned too many results	73	0	0
Total	1955		99000

DHS.gov Customer Satisfaction Survey

Time Period:1/1/2025-1/31/2025

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	212	5.29%
▪ Contact information	145	3.62%
▪ Contracting opportunities	43	1.07%
▪ Cybersecurity	125	3.12%
▪ Disaster assistance	41	1.02%
▪ Email, RSS feeds, or subscription services	30	0.75%
▪ Forms or publications	137	3.42%
▪ Human trafficking	174	4.34%
▪ Immigration and citizenship	316	7.89%
▪ Information about DHS (leadership, history, etc.)	145	3.62%
▪ Jobs / career information	343	8.56%
▪ Law enforcement	111	2.77%
▪ News	181	4.52%
▪ Photographs	20	0.50%
▪ Small business resources	22	0.55%
▪ Training	111	2.77%
▪ Travel	499	12.45%
▪ Videos	31	0.77%
▪ Other	1321	32.97%
Total	4007	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	47	4.49%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	796	76.10%
▪ Error on page	71	6.79%
▪ Multimedia / technical problem	44	4.21%
▪ Outdated information	88	8.41%
▪ Other	0	0.00%
Total	1046	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	231	7.03%
▪ Educator	193	5.87%
▪ Federal government employee	217	6.60%
▪ First responder / law enforcement official	136	4.14%
▪ Government contractor	105	3.19%
▪ International visitor	87	2.65%
▪ Job seeker	283	8.61%
▪ Media representative	36	1.10%
▪ Non-profit staff or volunteer	102	3.10%
▪ Seeking citizenship or immigration information	179	5.45%
▪ State, tribal, territorial or local government representative	49	1.49%
▪ Student	310	9.43%
▪ Traveler (domestic or international)	560	17.04%
▪ Other	799	24.31%
Total	3287	100%