



Date
Mar 1, 2025 - Mar 31, 2025

Filters

- Agency exactly matches DHS
- Sub Agency exactly matches DHS.GOV

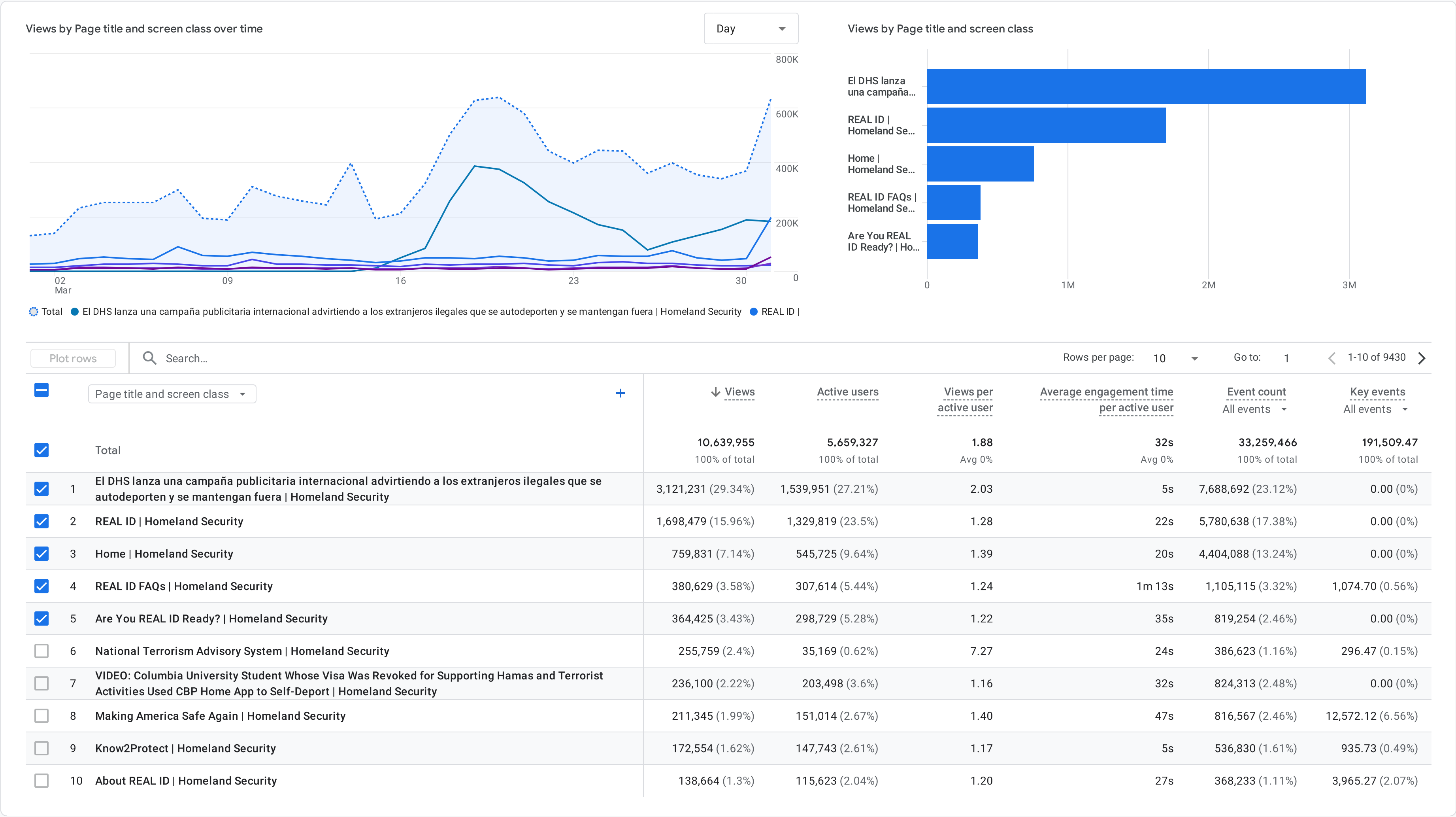
 DHS Results



Agency		Sub Agency	↓ Views	Sessions	Average session duration	Bounce rate	Total users
Totals			8,463,357	5,499,191	1m 42s	56.75%	4,296,218
1	DHS	DHS.GOV	8,463,357	5,499,191	1m 42s	56.75%	4,296,218

Pages and screens

Hostname exactly matche...





Mar 1, 2025 - Mar 31, 2025



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	ig	86,416	100%	85,983
2.	fb	65,772	100%	66,483
3.	m.facebook.com	62,635	100%	61,753
4.	t.co	32,955	99.75%	32,765
5.	snapchat	23,914	99.98%	23,817
6.	lm.facebook.com	10,687	99.93%	10,738
7.	l.facebook.com	9,007	99.77%	8,353
8.	reddit.com	4,763	99.56%	4,533
9.	linkedin.com	4,090	99.76%	3,620
10.	l.instagram.com	3,582	100%	3,548

1 - 100 / 160



All Users

Add comparison

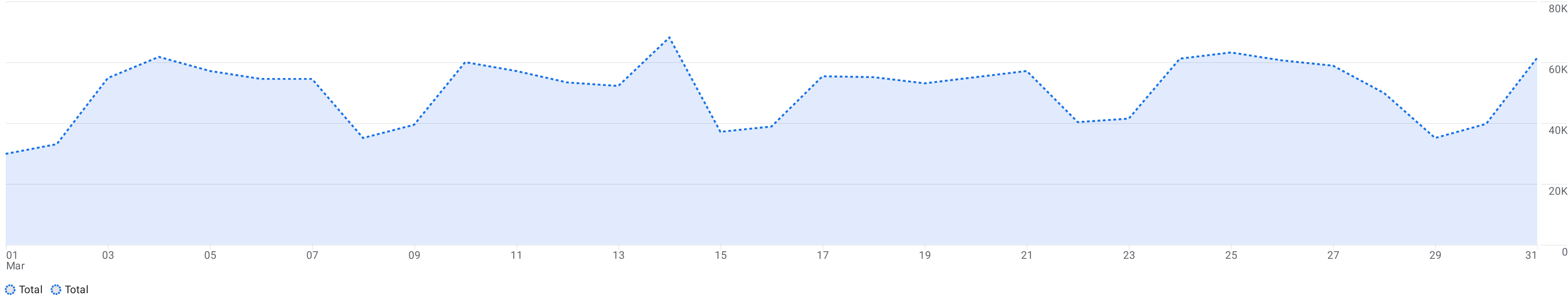
Custom

Mar 1 - Mar 31, 2025

Google organic search traffic: Landing page + query string

Stream ID exactly matche...

Organic Google Search clicks over time



Search...											
Rows per page: 10Go to: 11-10 of 21438											
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	Key events
Total		1,624,823 100% of total	148,532,419 100% of total	1.09% Avg 0%	12.01 100% of total	1,169,121 100% of total	1,294,663 100% of total	98.53% Avg 0%	1m 08s Avg 0%	11,387,755 100% of total	9,564,694.00 100% of total
1	/real-id	212,102 (13.05%)	8,283,408 (5.58%)	2.56%	8.93 (74.3%)	189,829 (16.24%)	196,147 (15.15%)	100%	55s	1,674,854 (14.71%)	1,408,770.00 (14.73%)
2	/real-id/real-id-faqs	138,571 (8.53%)	11,103,997 (7.48%)	1.25%	9.12 (75.93%)	116,214 (9.94%)	125,828 (9.72%)	100%	1m 37s	679,472 (5.97%)	583,250.00 (6.1%)
3	/	109,922 (6.77%)	2,462,671 (1.66%)	4.46%	30.65 (255.13%)	94,953 (8.12%)	113,448 (8.76%)	100%	1m 38s	1,550,726 (13.62%)	1,248,627.00 (13.05%)
4	/check-wait-times	60,555 (3.73%)	1,094,191 (0.74%)	5.53%	33.59 (279.58%)	53,272 (4.56%)	56,441 (4.36%)	100%	12s	338,124 (2.97%)	310,310.00 (3.24%)
5	/news/2025/03/14/video-columbia-university-student-whose-visa-was-revoked-supporting-hamas-and	33,113 (2.04%)	575,529 (0.39%)	5.75%	6.54 (54.46%)	30,087 (2.57%)	30,971 (2.39%)	100%	48s	188,483 (1.66%)	162,174.00 (1.7%)
6	/medialibrary/collections/23518	24,957 (1.54%)	1,005,922 (0.68%)	2.48%	12.01 (99.99%)	11,375 (0.97%)	11,759 (0.91%)	100%	3s	65,748 (0.58%)	60,600.00 (0.63%)
7	/blue-campaign/what-human-trafficking	24,218 (1.49%)	958,361 (0.65%)	2.53%	30.47 (253.66%)	20,069 (1.72%)	21,412 (1.65%)	100%	1m 21s	155,960 (1.37%)	129,503.00 (1.35%)
8	/medialibrary/assets/video/58918	23,074 (1.42%)	675,639 (0.45%)	3.42%	13.00 (108.2%)	21,532 (1.84%)	24,245 (1.87%)	100%	1m 21s	240,930 (2.12%)	221,624.00 (2.32%)
9	/enhanced-drivers-licenses-what-are-they	23,068 (1.42%)	2,583,012 (1.74%)	0.89%	10.47 (87.11%)	20,535 (1.76%)	21,261 (1.64%)	100%	49s	133,915 (1.18%)	115,795.00 (1.21%)
10	/news/2025/03/13/ice-arrests-first-50-days-trump-administration	23,016 (1.42%)	428,983 (0.29%)	5.37%	7.14 (59.41%)	20,746 (1.77%)	21,458 (1.66%)	100%	57s	138,019 (1.21%)	119,683.00 (1.25%)

DHS.gov Customer Satisfaction Survey

Time Period:3/1/2025-3/31/2025

Overall Customer Satisfaction Score

65.86

How would you rate your overall experience today?

62.66

Answer Choices	Responses	Points	Score
▪ Outstanding	1201	100	120100
▪ Above Average	908	75	68100
▪ Average	1131	50	56550
▪ Below Average	270	25	6750
▪ Poor	504	0	0
Total	4014		251500

Were you able to complete the purpose of your visit?

60.86

Answer Choices	Responses	Points	Score
▪ Yes	2443	100	244300
▪ No	1571	0	0
Total	4014		244300

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

81.79

Answer Choices	Responses	Points	Score
▪ Yes	2628	100	262800
▪ No	585	0	0
Total	3213		262800

Will you recommend this website to a friend or colleague?

76.50

Answer Choices	Responses	Points	Score
▪ Yes	2458	100	245800
▪ No	755	0	0
Total	3213		245800

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

59.23

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1903	100	190300
▪ Had technical difficulties (e.g. error messages, broken links)	140	0	0
▪ Links did not take me where I expected	103	0	0
▪ Links / labels are difficult to understand, they are not intuitive	278	0	0
▪ Navigated to general area but couldn't find the specific content needed	446	0	0
▪ Too many links or navigational choices	132	0	0
▪ Would often feel lost, not know where I was	211	0	0
Total	3213		190300

How was your experience using our site search?

49.74

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	960	100	96000
▪ I was not sure what words to use in my search	183	0	0
▪ Results were not helpful	335	0	0
▪ Results were not relevant to my search terms or needs	165	0	0
▪ Results were too similar / redundant	80	0	0
▪ Returned not enough or no results	133	0	0
▪ Returned too many results	74	0	0
Total	1930		96000

DHS.gov Customer Satisfaction Survey

Time Period:3/1/2025-3/31/2025

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	177	4.41%
▪ Contact information	187	4.66%
▪ Contracting opportunities	25	0.62%
▪ Cybersecurity	93	2.32%
▪ Disaster assistance	37	0.92%
▪ Email, RSS feeds, or subscription services	29	0.72%
▪ Forms or publications	123	3.06%
▪ Human trafficking	111	2.77%
▪ Immigration and citizenship	288	7.17%
▪ Information about DHS (leadership, history, etc.)	111	2.77%
▪ Jobs / career information	183	4.56%
▪ Law enforcement	88	2.19%
▪ News	147	3.66%
▪ Photographs	22	0.55%
▪ Small business resources	22	0.55%
▪ Training	107	2.67%
▪ Travel	692	17.24%
▪ Videos	36	0.90%
▪ Other	1536	38.27%
Total	4014	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	45	4.45%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	797	78.83%
▪ Error on page	54	5.34%
▪ Multimedia / technical problem	40	3.96%
▪ Outdated information	75	7.42%
▪ Other	0	0.00%
Total	1011	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	242	7.53%
▪ Educator	208	6.47%
▪ Federal government employee	194	6.04%
▪ First responder / law enforcement official	150	4.67%
▪ Government contractor	68	2.12%
▪ International visitor	63	1.96%
▪ Job seeker	178	5.54%
▪ Media representative	19	0.59%
▪ Non-profit staff or volunteer	77	2.40%
▪ Seeking citizenship or immigration information	139	4.33%
▪ State, tribal, territorial or local government representative	51	1.59%
▪ Student	245	7.63%
▪ Traveler (domestic or international)	764	23.78%
▪ Other	815	25.37%
Total	3213	100%