





Date  
Jun 1, 2025 - Jun 30, 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			5,673,201	3,773,713	1m 35s	59.39%	2,902,595
1	DHS	DHS.GOV	5,673,201	3,773,713	1m 35s	59.39%	2,902,595

All Users

Add comparison

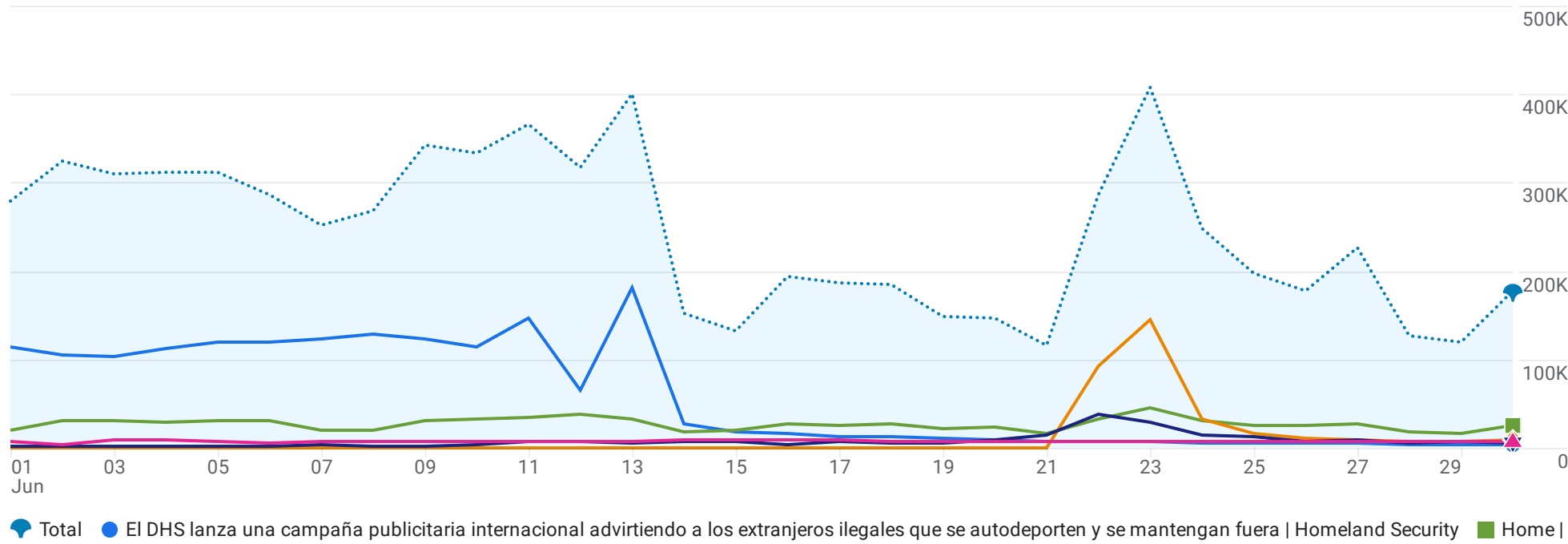
Custom

Jun 1 – Jun 30, 2025

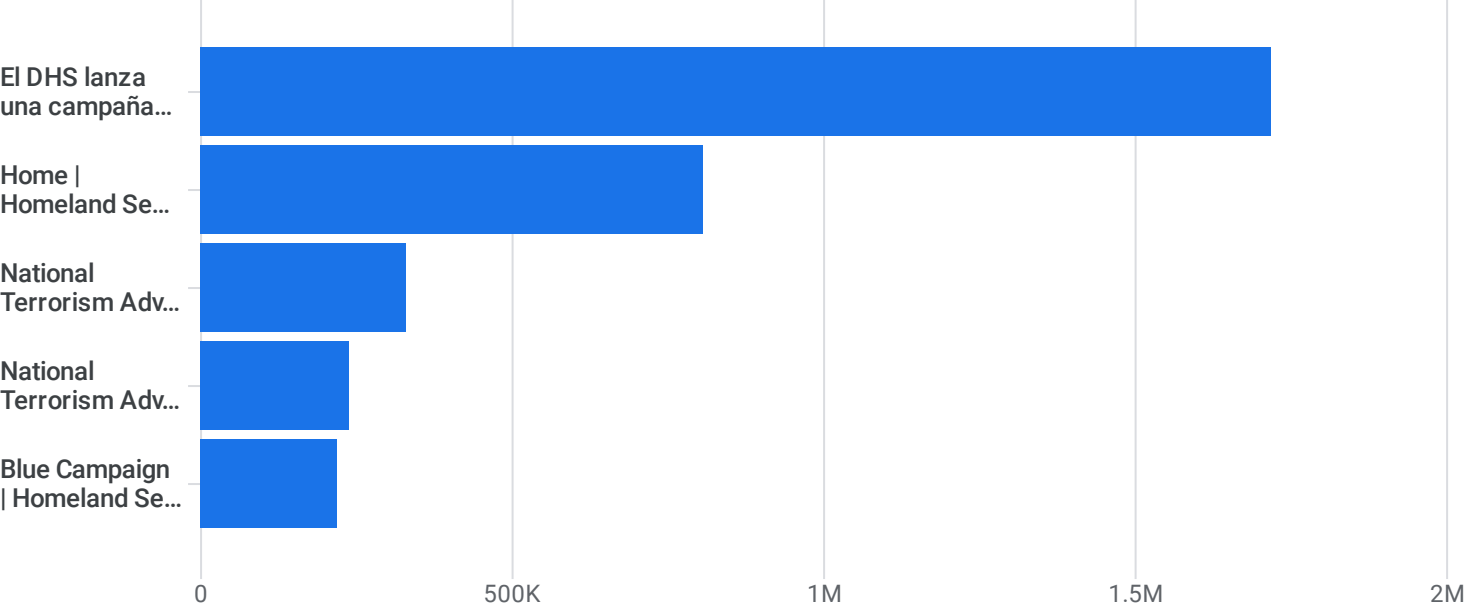
Pages and screens

Hostname exactly matche...

Views by Page title and screen class over time




Views by Page title and screen class






Plot rows		Search...		Rows per page: 10		Go to: 1		1-10 of 10485	
<div><div></div><div>Page title and screen class</div></div>		Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events		
						All events	All events		
<input checked="" type="checkbox"/>	Total	7,351,681 100% of total	3,768,351 100% of total	1.95 Avg 0%	36s Avg 0%	23,650,130 100% of total	154,218.25 100% of total		
<input checked="" type="checkbox"/>	1 El DHS lanza una campaña publicitaria internacional advirtiendo a los extranjeros ilegales que se autodeporten y se mantengan fuera   Homeland Security	1,718,947 (23.38%)	753,895 (20.01%)	2.28	7s	4,195,439 (17.74%)	0.00 (0%)		
<input checked="" type="checkbox"/>	2 Home   Homeland Security	806,520 (10.97%)	583,834 (15.49%)	1.38	21s	4,721,375 (19.96%)	0.00 (0%)		
<input checked="" type="checkbox"/>	3 National Terrorism Advisory System Bulletin - June 22, 2025   Homeland Security	330,163 (4.49%)	245,370 (6.51%)	1.35	39s	1,036,419 (4.38%)	8,835.65 (5.73%)		
<input checked="" type="checkbox"/>	4 National Terrorism Advisory System   Homeland Security	239,037 (3.25%)	98,875 (2.62%)	2.42	27s	542,598 (2.29%)	4,167.59 (2.7%)		
<input checked="" type="checkbox"/>	5 Blue Campaign   Homeland Security	219,442 (2.98%)	194,315 (5.16%)	1.13	2s	659,171 (2.79%)	604.00 (0.39%)		
<input type="checkbox"/>	6 CBP Home   Homeland Security	146,082 (1.99%)	102,309 (2.71%)	1.43	49s	447,632 (1.89%)	51.77 (0.03%)		
<input type="checkbox"/>	7 Page Not Found   Homeland Security	124,562 (1.69%)	89,910 (2.39%)	1.39	6s	388,492 (1.64%)	17.26 (0.01%)		
<input type="checkbox"/>	8 CBP Home en español   Homeland Security	124,484 (1.69%)	77,597 (2.06%)	1.60	51s	357,050 (1.51%)	189.83 (0.12%)		
<input type="checkbox"/>	9 Site Search   Homeland Security	83,585 (1.14%)	44,920 (1.19%)	1.86	42s	252,515 (1.07%)	7,757.08 (5.03%)		
<input type="checkbox"/>	10 DHS Terminates Haiti TPS, Encourages Haitians to Obtain Lawful Status   Homeland Security	80,599 (1.1%)	55,404 (1.47%)	1.45	49s	240,581 (1.02%)	0.00 (0%)		



Jun 1, 2025 - Jun 30, 202 

## Social Media Traffic Visits

	Source	Sessions 	Engagement rate	Total users
1.	m.facebook.com	201,575	99.84%	202,321
2.	t.co	41,828	99.72%	40,245
3.	ig	32,639	99.95%	33,624
4.	facebook.com	31,907	99.87%	31,501
5.	snapchat	24,343	99.97%	23,934
6.	fb	20,234	99.91%	19,917
7.	lm.facebook.com	17,704	99.94%	17,346
8.	l.facebook.com	14,942	99.42%	14,157
9.	out.reddit.com	12,394	99.87%	12,261
10.	instagram.com	8,667	99.75%	8,588

1 - 100 / 125  

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All Users

Add comparison +

Custom

Jun 1 – Jun 30, 2025

▼

Google organic search traffic: Landing page + query string

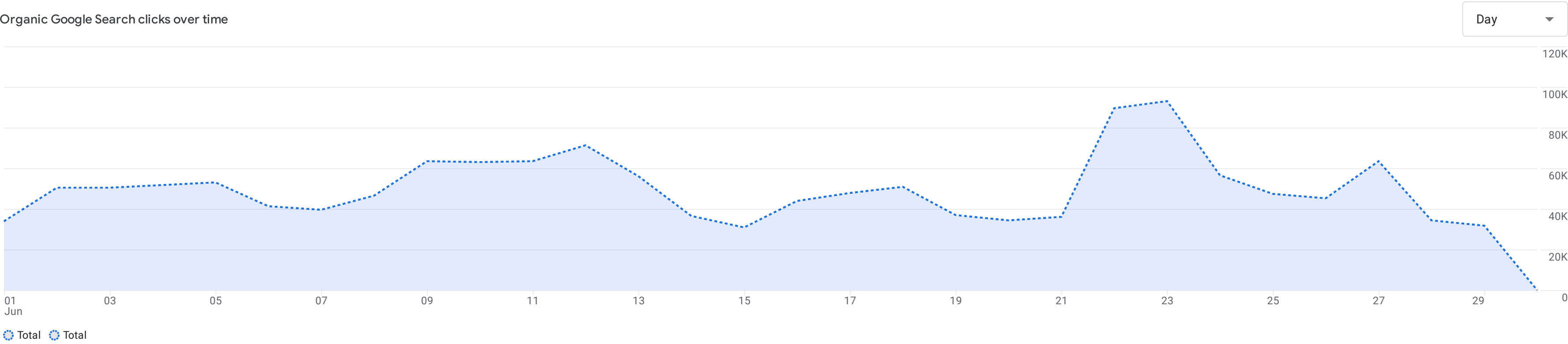
✔ ▼

Y

Stream ID exactly matche...

✕

Organic Google Search clicks over time



Search...

Rows per page: 10Go to: 11-10 of 26256

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 ▼	r ..
Total		1,516,197 100% of total	128,296,062 100% of total	1.18% Avg 0%	16.72 100% of total	1,178,715 100% of total	1,325,083 100% of total	97.67% Avg 0%	1m 11s Avg 0%	11,403,899 100% of total	9,585,849.00 100% of total	
1	/	141,613 (9.34%)	3,921,699 (3.06%)	3.61%	31.87 (190.63%)	131,637 (11.17%)	156,509 (11.81%)	99.65%	1m 38s	1,960,454 (17.19%)	1,584,631.00 (16.53%)	\$C
2	/national-terrorism-advisory-system	59,652 (3.93%)	1,090,813 (0.85%)	5.47%	10.12 (60.53%)	48,818 (4.14%)	52,115 (3.93%)	99.93%	44s	410,087 (3.6%)	349,717.00 (3.65%)	\$C
3	/ntas/advisory/national-terrorism-advisory-system-bulletin-june-22-2025	55,864 (3.68%)	1,013,480 (0.79%)	5.51%	6.20 (37.08%)	52,305 (4.44%)	55,262 (4.17%)	99.46%	1m 09s	408,275 (3.58%)	357,954.00 (3.73%)	\$C
4	/check-wait-times	49,013 (3.23%)	1,721,036 (1.34%)	2.85%	40.80 (244.03%)	43,911 (3.73%)	47,313 (3.57%)	99.93%	11s	279,074 (2.45%)	256,654.00 (2.68%)	\$C
5	/news/2025/06/07/dhs-releases-statement-violent-rioters-assaulting-ice-officers-los-angeles-ca-and	35,113 (2.32%)	2,038,751 (1.59%)	1.72%	8.13 (48.65%)	32,207 (2.73%)	32,609 (2.46%)	100%	1m 10s	217,737 (1.91%)	193,095.00 (2.01%)	\$C
6	/person/tricia-mclaughlin	34,397 (2.27%)	446,421 (0.35%)	7.71%	5.79 (34.63%)	29,915 (2.54%)	30,895 (2.33%)	99.86%	27s	219,363 (1.92%)	189,295.00 (1.97%)	\$C
7	/news/2025/06/27/dhs-terminates-haiti-tps-encourages-haitians-obtain-lawful-status	26,308 (1.74%)	310,376 (0.24%)	8.48%	6.79 (40.6%)	24,515 (2.08%)	26,209 (1.98%)	99.43%	1m 31s	172,159 (1.51%)	153,765.00 (1.6%)	\$C
8	/homeland-security-careers	25,426 (1.68%)	3,194,455 (2.49%)	0.8%	49.75 (297.61%)	20,046 (1.7%)	21,262 (1.6%)	99.68%	58s	282,660 (2.48%)	227,864.00 (2.38%)	\$C
9	/news/2025/06/08/ice-captures-worst-worst-illegal-alien-criminals-los-angeles-including-murderers	24,906 (1.64%)	605,729 (0.47%)	4.11%	10.46 (62.57%)	22,132 (1.88%)	24,441 (1.84%)	99.98%	1m 41s	186,071 (1.63%)	161,783.00 (1.69%)	\$C
10	/sites/default/files/2024-10/24_0930_ia_24-320-ia-publication-2025-hta-final-30sep24-508.pdf	24,455 (1.61%)	1,859,547 (1.45%)	1.32%	25.01 (149.61%)	0 (0%)	0 (0%)	0%	0s	0 (0%)	0.00 (0%)	\$C

# DHS.gov Customer Satisfaction Survey

Time Period:6/1/2025-6/30/2025

## Overall Customer Satisfaction Score

**62.94**

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

**59.26**

Answer Choices	Responses	Points	Score
▪ Outstanding	897	100	89700
▪ Above Average	670	75	50250
▪ Average	694	50	34700
▪ Below Average	230	25	5750
▪ Poor	553	0	0
<b>Total</b>	<b>3044</b>		<b>180400</b>

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

**57.46**

Answer Choices	Responses	Points	Score
▪ Yes	1749	100	174900
▪ No	1295	0	0
<b>Total</b>	<b>3044</b>		<b>174900</b>

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

**79.79**

Answer Choices	Responses	Points	Score
▪ Yes	1943	100	194300
▪ No	492	0	0
<b>Total</b>	<b>2435</b>		<b>194300</b>

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

**73.51**

Answer Choices	Responses	Points	Score
▪ Yes	1790	100	179000
▪ No	645	0	0
<b>Total</b>	<b>2435</b>		<b>179000</b>

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

**56.51**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1376	100	137600
▪ Had technical difficulties (e.g. error messages, broken links)	142	0	0
▪ Links did not take me where I expected	91	0	0
▪ Links / labels are difficult to understand, they are not intuitive	242	0	0
▪ Navigated to general area but couldn't find the specific content needed	351	0	0
▪ Too many links or navigational choices	84	0	0
▪ Would often feel lost, not know where I was	149	0	0
<b>Total</b>	<b>2435</b>		<b>137600</b>

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

**46.67**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	666	100	66600
▪ I was not sure what words to use in my search	124	0	0
▪ Results were not helpful	291	0	0
▪ Results were not relevant to my search terms or needs	135	0	0
▪ Results were too similar / redundant	43	0	0
▪ Returned not enough or no results	113	0	0
▪ Returned too many results	55	0	0
<b>Total</b>	<b>1427</b>		<b>66600</b>

# DHS.gov Customer Satisfaction Survey

Time Period:6/1/2025-6/30/2025

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	168	5.52%
▪ Contact information	181	5.95%
▪ Contracting opportunities	42	1.38%
▪ Cybersecurity	92	3.02%
▪ Disaster assistance	41	1.35%
▪ Email, RSS feeds, or subscription services	31	1.02%
▪ Forms or publications	64	2.10%
▪ Human trafficking	121	3.98%
▪ Immigration and citizenship	256	8.41%
▪ Information about DHS (leadership, history, etc.)	79	2.60%
▪ Jobs / career information	196	6.44%
▪ Law enforcement	111	3.65%
▪ News	234	7.69%
▪ Photographs	18	0.59%
▪ Small business resources	20	0.66%
▪ Training	80	2.63%
▪ Travel	159	5.22%
▪ Videos	23	0.76%
▪ Other	1128	37.06%
<b>Total</b>	<b>3044</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	81	8.90%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	645	70.88%
▪ Error on page	71	7.80%
▪ Multimedia / technical problem	37	4.07%
▪ Outdated information	76	8.35%
▪ Other	0	0.00%
<b>Total</b>	<b>910</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	184	7.56%
▪ Educator	132	5.42%
▪ Federal government employee	129	5.30%
▪ First responder / law enforcement official	127	5.22%
▪ Government contractor	68	2.79%
▪ International visitor	55	2.26%
▪ Job seeker	177	7.27%
▪ Media representative	31	1.27%
▪ Non-profit staff or volunteer	89	3.66%
▪ Seeking citizenship or immigration information	82	3.37%
▪ State, tribal, territorial or local government representative	50	2.05%
▪ Student	158	6.49%
▪ Traveler (domestic or international)	207	8.50%
▪ Other	946	38.85%
<b>Total</b>	<b>2435</b>	<b>100%</b>