

Date
Jul 1, 2025 - Jul 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			4,591,051	2,883,842	1m 44s	58.47%	2,404,299
1	DHS	DHS.GOV	4,591,051	2,883,842	1m 44s	58.47%	2,404,299



All Users

Add comparison

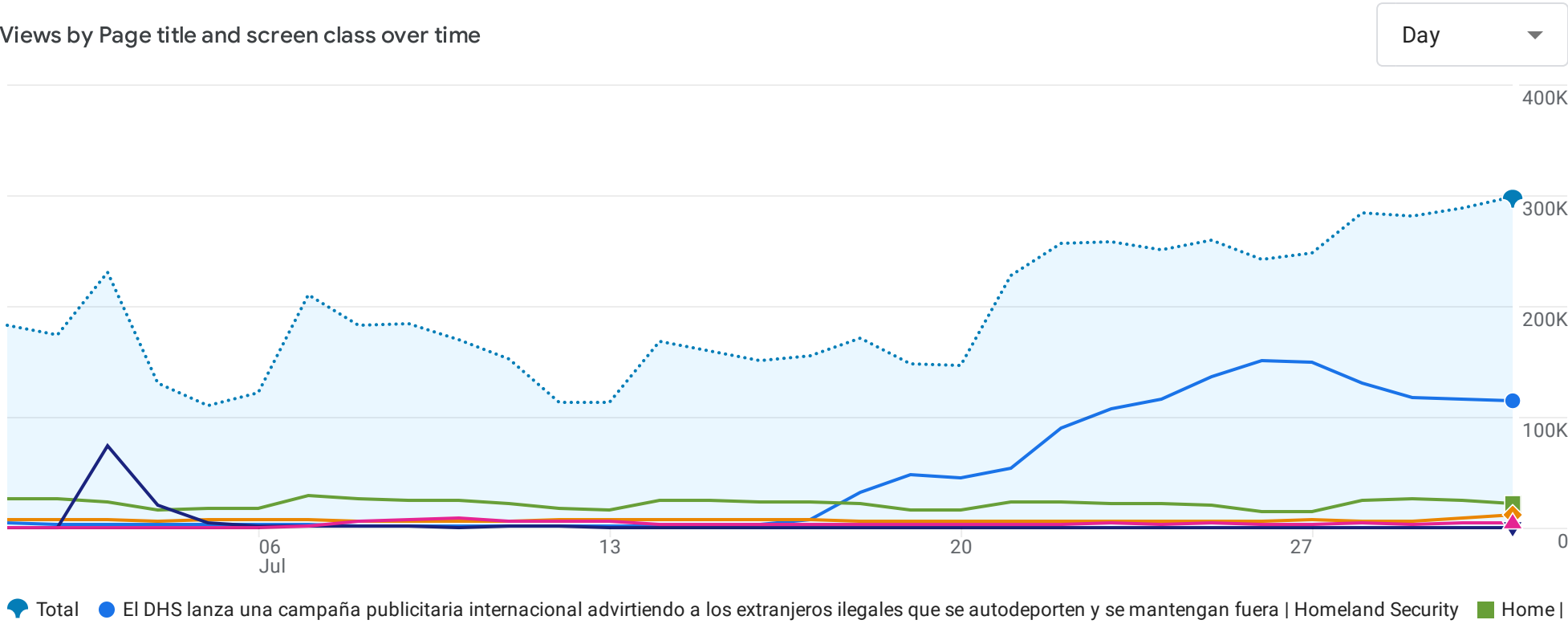
Custom

Jul 1 – Jul 31, 2025

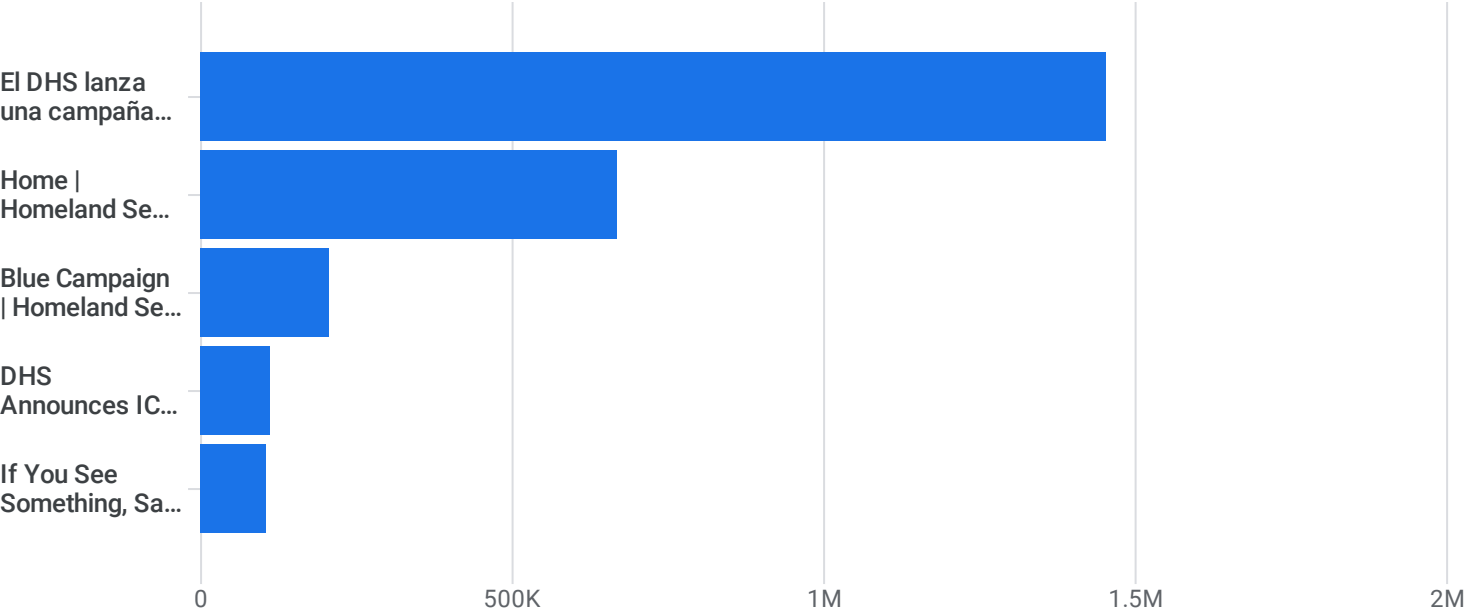
Pages and screens

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 9691

	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events
<input checked="" type="checkbox"/>	Total	6,031,072 100% of total	3,243,259 100% of total	1.86 Avg 0%	32s Avg 0%	19,564,826 100% of total	120,432.31 100% 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	1,453,272 (24.1%)	765,984 (23.62%)	1.90	6s	3,726,373 (19.05%)	0.00 (0%)
<input checked="" type="checkbox"/>	2 Home Homeland Security	667,744 (11.07%)	476,250 (14.68%)	1.40	20s	3,907,420 (19.97%)	0.00 (0%)
<input checked="" type="checkbox"/>	3 Blue Campaign Homeland Security	205,472 (3.41%)	177,671 (5.48%)	1.16	2s	623,497 (3.19%)	1,030.00 (0.86%)
<input checked="" type="checkbox"/>	4 DHS Announces ICE Arrest of Mexican Boxer, Sinaloa Cartel Affiliate with Active Criminal Arrest Warrant Julio Cesar Chavez Jr. Homeland Security	110,842 (1.84%)	91,367 (2.82%)	1.21	49s	375,224 (1.92%)	0.00 (0%)
<input checked="" type="checkbox"/>	5 If You See Something, Say Something® Homeland Security	105,675 (1.75%)	93,600 (2.89%)	1.13	5s	326,943 (1.67%)	0.00 (0%)
<input type="checkbox"/>	6 National Terrorism Advisory System Homeland Security	96,474 (1.6%)	21,838 (0.67%)	4.42	22s	160,074 (0.82%)	579.92 (0.48%)
<input type="checkbox"/>	7 CBP Home Homeland Security	80,565 (1.34%)	54,607 (1.68%)	1.48	54s	243,202 (1.24%)	17.31 (0.01%)
<input type="checkbox"/>	8 Site Search Homeland Security	77,804 (1.29%)	41,763 (1.29%)	1.86	43s	236,139 (1.21%)	7,244.63 (6.02%)
<input type="checkbox"/>	9 National Terrorism Advisory System Bulletin - June 22, 2025 Homeland Security	73,546 (1.22%)	36,717 (1.13%)	2.00	40s	192,195 (0.98%)	2,129.25 (1.77%)
<input type="checkbox"/>	10 Check Wait Times Homeland Security	72,680 (1.21%)	59,377 (1.83%)	1.22	13s	251,450 (1.29%)	0.00 (0%)



Jul 1, 2025 - Jul 31, 2025



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	m.facebook.com	144,907	99.71%	143,498
2.	snapchat	50,795	100%	51,244
3.	ig	38,482	99.9%	37,179
4.	t.co	34,786	99.75%	33,100
5.	fb	25,255	99.96%	25,611
6.	facebook.com	24,535	99.79%	24,450
7.	facebook	19,414	99.92%	18,927
8.	instagram.com	9,527	99.57%	9,519
9.	out.reddit.com	7,396	99.88%	7,362
10.	reddit.com	6,709	99.64%	6,139

1 - 100 / 124



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All Users

Add comparison +

Custom

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▼

Google organic search traffic: Landing page + query string

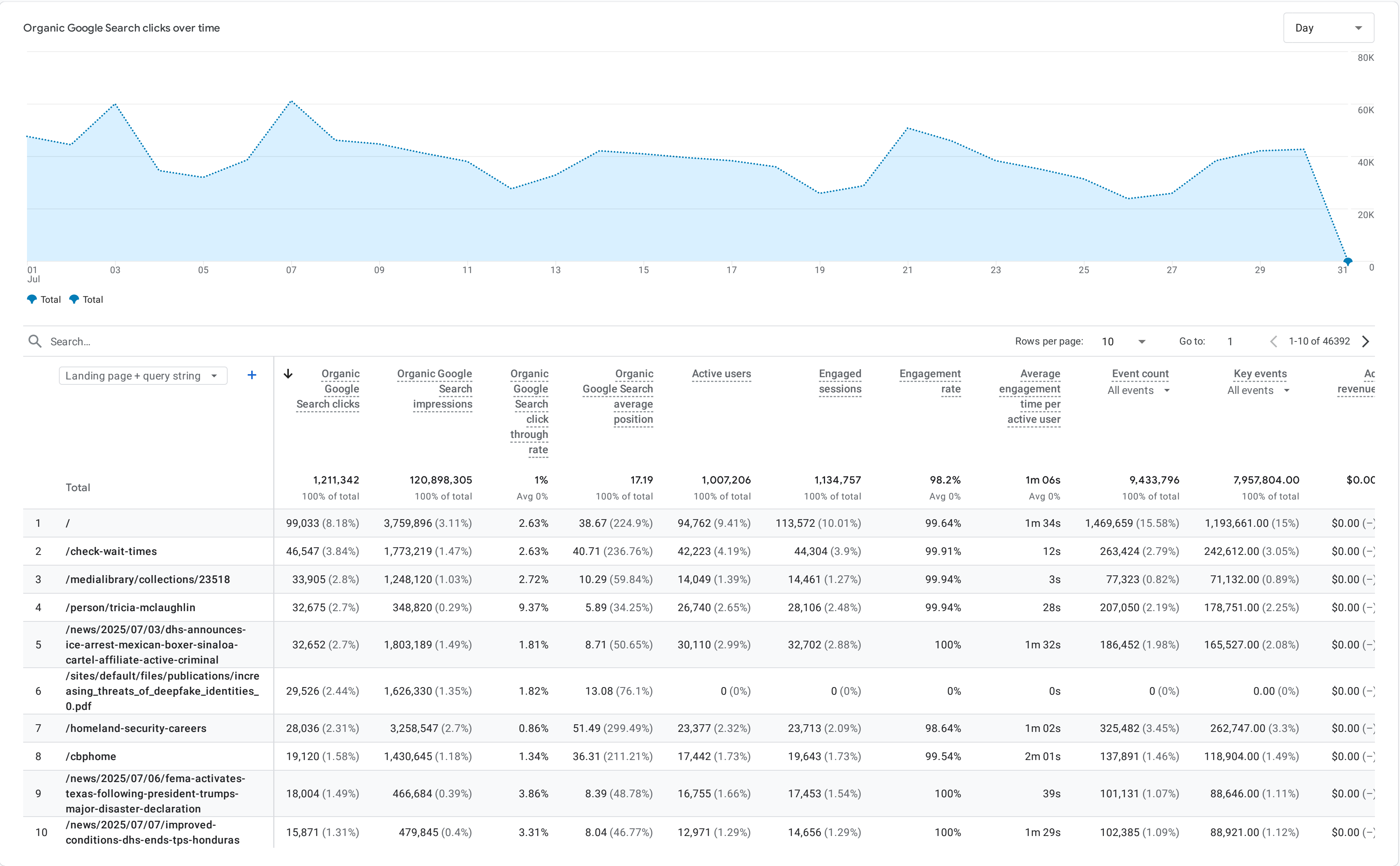
✔

▼

Y

Stream ID exactly matche...

×



DHS.gov Customer Satisfaction Survey

Time Period:7/1/2025-7/31/2025

Overall Customer Satisfaction Score

65.66

How would you rate your overall experience today?

62.94

Answer Choices	Responses	Points	Score
▪ Outstanding	840	100	84000
▪ Above Average	623	75	46725
▪ Average	707	50	35350
▪ Below Average	182	25	4550
▪ Poor	359	0	0
Total	2711		170625

Were you able to complete the purpose of your visit?

59.35

Answer Choices	Responses	Points	Score
▪ Yes	1609	100	160900
▪ No	1102	0	0
Total	2711		160900

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

84.81

Answer Choices	Responses	Points	Score
▪ Yes	1804	100	180400
▪ No	323	0	0
Total	2127		180400

Will you recommend this website to a friend or colleague?

77.48

Answer Choices	Responses	Points	Score
▪ Yes	1648	100	164800
▪ No	479	0	0
Total	2127		164800

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

58.11

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1236	100	123600
▪ Had technical difficulties (e.g. error messages, broken links)	91	0	0
▪ Links did not take me where I expected	65	0	0
▪ Links / labels are difficult to understand, they are not intuitive	197	0	0
▪ Navigated to general area but couldn't find the specific content needed	300	0	0
▪ Too many links or navigational choices	92	0	0
▪ Would often feel lost, not know where I was	146	0	0
Total	2127		123600

How was your experience using our site search?

45.75

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	582	100	58200
▪ I was not sure what words to use in my search	138	0	0
▪ Results were not helpful	212	0	0
▪ Results were not relevant to my search terms or needs	119	0	0
▪ Results were too similar / redundant	43	0	0
▪ Returned not enough or no results	121	0	0
▪ Returned too many results	57	0	0
Total	1272		58200

DHS.gov Customer Satisfaction Survey

Time Period:7/1/2025-7/31/2025

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	135	4.98%
▪ Contact information	156	5.75%
▪ Contracting opportunities	44	1.62%
▪ Cybersecurity	108	3.98%
▪ Disaster assistance	52	1.92%
▪ Email, RSS feeds, or subscription services	26	0.96%
▪ Forms or publications	57	2.10%
▪ Human trafficking	172	6.34%
▪ Immigration and citizenship	210	7.75%
▪ Information about DHS (leadership, history, etc.)	67	2.47%
▪ Jobs / career information	351	12.95%
▪ Law enforcement	83	3.06%
▪ News	165	6.09%
▪ Photographs	13	0.48%
▪ Small business resources	27	1.00%
▪ Training	101	3.73%
▪ Travel	180	6.64%
▪ Videos	26	0.96%
▪ Other	738	27.22%
Total	2711	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	34	4.82%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	524	74.33%
▪ Error on page	55	7.80%
▪ Multimedia / technical problem	31	4.40%
▪ Outdated information	61	8.65%
▪ Other	0	0.00%
Total	705	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	164	7.71%
▪ Educator	108	5.08%
▪ Federal government employee	122	5.74%
▪ First responder / law enforcement official	123	5.78%
▪ Government contractor	75	3.53%
▪ International visitor	57	2.68%
▪ Job seeker	278	13.07%
▪ Media representative	22	1.03%
▪ Non-profit staff or volunteer	83	3.90%
▪ Seeking citizenship or immigration information	77	3.62%
▪ State, tribal, territorial or local government representative	37	1.74%
▪ Student	165	7.76%
▪ Traveler (domestic or international)	187	8.79%
▪ Other	629	29.57%
Total	2127	100%