

 All Users
100.00% Sessions

Total Visits

44,885,476

% of Total: 100.00% (44,885,476)



Avg. Visit Duration

00:01:29

Avg for View: 00:01:29 (0.00%)



Pageviews

76,795,108

% of Total: 100.00% (76,795,108)



Unique Visitors

19,032,452

% of Total: 100.00% (19,032,452)



Avg. Pages / Visit

1.71

Avg for View: 1.71 (0.00%)



Avg. Time on Page

00:02:04

Avg for View: 00:02:04 (0.00%)



Bounce Rate

70.18%

Avg for View: 70.18% (0.00%)

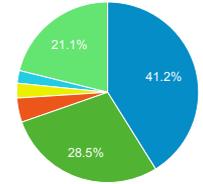


Top Pages

Page Title	Pageviews	Bounce Rate
Check Immigration Case Status Homeland Security	1,140,694	36.02%
REAL ID Enforcement in Brief Homeland Security	874,480	52.98%
Trusted Traveler Programs Homeland Security	705,402	22.74%
Current Status of States/Territories Homeland Security	679,949	86.09%
Search Job Postings Homeland Security	619,174	26.24%
Comparison Chart Homeland Security	534,246	61.69%
How Do I? Homeland Security	526,454	34.67%
Real ID Public FAQs Homeland Security	497,106	62.55%
Homeland Security Careers Homeland Security	456,330	24.47%
Topics Homeland Security	396,334	45.38%

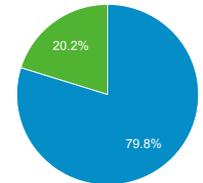
Visits by Source

■ google
 ■ (direct)
 ■ bing
 ■ dhs.gov
 ■ yahoo
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	389,269
Blogger	119,894
Twitter	90,996
reddit	12,904
LinkedIn	11,992
Weebly	9,844
Stack Exchange	3,649
Disqus	2,724
YouTube	1,649
TripAdvisor	1,491

 All Users
100.00% Sessions

Visits to DHS.gov

44,885,476

% of Total: 100.00% (44,885,476)



Total Internal Searches

1,295,416

% of Total: 100.00% (1,295,416)



Total External Searches (Google)

7,819,135

% of Total: 17.42% (44,885,476)



Top Internal Searches by Search Term

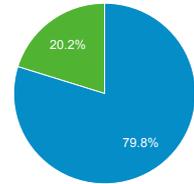
Search Term	Total Unique Searches
single father	138,262
careers	8,579
esta	6,933
jobs	6,004
active shooter	5,881
forms	5,673
global entry	5,272
case status	5,022
real id	3,565
passport	3,410

Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	15,742
us passport	11,936
passport application	8,803
passport	7,991
us passport application	7,925
homeland security jobs	7,847
child sex video	3,987
children sex video	3,924
children sex videos	3,189
cyber security	2,665

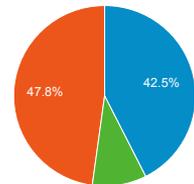
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2016 –12/31/2016

Voice of the Customers

Feedback:

- The major customer issues to improve on the DHS.gov site include making content easier to find, label pages and navigation to help customers find relevant content quickly and easily.
- Other items to improve on the DHS.gov site include simplifying links and navigation choices, making navigation more intuitive, and remediating broken links.

Complete list available upon request

*Source: surveymonkey.com

Final Recommendations:

We continue to review and work on recommendations from DHS.gov metrics reports. The DHS.gov Web Team documents and analyzes the success of improvements through metrics in addition to emerging technologies, recommendations and actions.

Recommendations:

- **Difficulty Finding Content, Feeling Lost and Mislabeled Links:** The DHS.gov Web Team continues to implement more left navigation throughout site and restructure content and hyperlinks to promote a more productive, user-friendly experience.

Actions Taken:

- In an effort to address long-standing customer concerns and issues with DHS.gov, we launched a redesigned DHS.gov at the beginning of June 2016. Some of the specific differences you'll see are:
 1. Compatibility for both desktop computers and mobile devices (phones and tablets)
 2. Cleaner, easier-to-read site format and presentation
 3. Faster and more accurate site navigation using our internal search function and external search engines (like Google and Bing)

Throughout the course of this effort, we updated more than 9,000 pages to simplify how information is presented to the user. Each page now features easy-to-read type and a clear introduction, so you can quickly determine if you are on the right page. We also built in collapsing sections so that longer pages of content can be quickly skimmed for relevant information, and fixed over 1,350 broken links and over 4,330 misspellings across the site.

The new DHS.gov is also fully accessible, reinforcing the Department's commitment to meet or exceed federal Section 508 compliance standards.

Finally, we introduced new tools like updated slideshows and image carousels, which highlight new

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2016 –12/31/2016

information and announcements from the Department.

- **Increase Visibility:** We continue to update our Frequently Requested Pages area to our web site each month according to our web metrics analysis. We also continue to add both internal and external links to our rotational banners, blogs and multimedia to help our readers find content quickly and easily.

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2016 - 12/31/2016

Overall Customer Satisfaction Score

70.86

How would you rate your overall experience today?

65.90

Answer Choices	Responses	Points	Score
▪ Outstanding	4942	100	494200
▪ Above Average	6753	75	506475
▪ Average	6132	50	306600
▪ Below Average	1316	25	32900
▪ Poor	1195	0	0
Total	20338		1340175

Were you able to complete the purpose of your visit?

60.74

Answer Choices	Responses	Points	Score
▪ Yes	12353	100	1235300
▪ No	7985	0	0
Total	20338		1235300

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

87.76

Answer Choices	Responses	Points	Score
▪ Yes	17849	100	1784900
▪ No	2489	0	0
Total	20338		1784900

Will you recommend this website to a friend or colleague?

82.67

Answer Choices	Responses	Points	Score
▪ Yes	16814	100	1681400
▪ No	3524	0	0
Total	20338		1681400

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

64.01

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	12096	100	1209600
▪ Had technical difficulties (e.g. error messages, broken links)	692	0	0
▪ Links did not take me where I expected	1376	0	0
▪ Links / labels are difficult to understand, they are not intuitive	606	0	0
▪ Navigated to general area but couldn't find the specific content needed	3018	0	0
▪ Too many links or navigational choices	549	0	0
▪ Would often feel lost, not know where I was	559	0	0
Total	18896		1209600

How was your experience using our site search?

55.90

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	5515	100	551500
▪ I was not sure what words to use in my search	921	0	0
▪ Results were not helpful	1518	0	0
▪ Results were not relevant to my search terms or needs	916	0	0
▪ Results were too similar / redundant	275	0	0
▪ Returned not enough or no results	534	0	0
▪ Returned too many results	186	0	0
Total	9865		551500

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2016 - 12/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	699	3.44%
▪ Contact information	1244	6.12%
▪ Contracting opportunities	329	1.62%
▪ Cybersecurity	1829	8.99%
▪ Disaster assistance	586	2.88%
▪ Email, RSS feeds, or subscription services	226	1.11%
▪ Forms or publications	1361	6.69%
▪ Human trafficking	597	2.94%
▪ Immigration and citizenship	1469	7.22%
▪ Information about DHS (leadership, history, etc.)	1505	7.40%
▪ Jobs / career information	3433	16.88%
▪ Law enforcement	875	4.30%
▪ News	901	4.43%
▪ Photographs	57	0.28%
▪ Small business resources	226	1.11%
▪ Training	1572	7.73%
▪ Travel	3215	15.81%
▪ Videos	214	1.05%
Total	20338	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	259	3.03%
▪ Content wasn't easy to understand	734	8.59%
▪ Could not find what I was looking for	4814	56.32%
▪ Error on page	281	3.29%
▪ Multimedia / technical problem	179	2.09%
▪ Outdated information	273	3.19%
▪ Other	2008	23.49%
Total	8548	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	2091	10.28%
▪ Educator	1301	6.40%
▪ Federal government employee	1563	7.69%
▪ First responder / law enforcement official	1139	5.60%
▪ Government contractor	842	4.14%
▪ International visitor	497	2.44%
▪ Job seeker	2235	10.99%
▪ Media representative	126	0.62%
▪ Non-profit staff or volunteer	690	3.39%
▪ Seeking citizenship or immigration information	632	3.11%
▪ State, tribal, territorial or local government representative	552	2.71%
▪ Student	3095	15.22%
▪ Traveler (domestic or international)	2688	13.22%
▪ Other	2887	14.20%
Total	20338	100%