

All Sessions
100.00%

Sessions

1,243,968

% of Total: 100.00% (1,243,968)



Users

929,950

% of Total: 100.00% (929,950)



Pageviews

2,597,961

% of Total: 100.00% (2,597,961)



Unique Pageviews

2,097,287

% of Total: 100.00% (2,097,287)



Avg. Visit Duration

00:01:45

Avg for View: 00:01:45 (0.00%)



Avg. Time on Page

00:01:36

Avg for View: 00:01:36 (0.00%)



Bounce Rate

55.88%

Avg for View: 55.88% (0.00%)



Avg. Pages Per Visitor

2.09

Avg for View: 2.09 (0.00%)



Top Pageviews

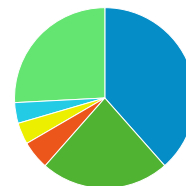
Page Title	Pageviews	Bounce Rate
Homeland Security	291,765	59.76%
How Do I? Homeland Security	64,128	38.72%
Statement by Secretary Jeh C. Johnson Concerning the District Courts Ruling Concerning DAPA and DACA Homeland Security	56,111	78.67%
Careers Homeland Security	55,756	16.89%
Comparison Chart Homeland Security	54,647	43.55%
Check Immigration Case Status Homeland Security	46,727	29.56%
About DHS Homeland Security	40,437	38.08%
Contact Us Homeland Security	33,554	28.20%
Topics Homeland Security	31,802	43.33%
Apply for a U.S. Passport Homeland Security	30,143	23.47%

Top Unique Site Searches

Search Term	Total Unique Searches
daca	621
case status	395
dapa	389
active shooter	368
careers	360
jobs	348
forms	343
h4 ead	321
global entry	296
esta	295

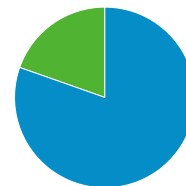
Visits by Source

google (direct) dhs.gov
tsa.gov bing Other



New vs. Returned Visitors

New Visitor Returning Visitor





Visits to DHS.gov

1,243,968

% of Total: 100.00% (1,243,968)



Total Internal Searches

88,874

% of Total: 100.00% (88,874)



Total External Searches (Google)

584,028

% of Total: 46.95% (1,243,968)

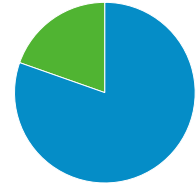


Top Internal Searches by Search Term

Search Term	Total Unique Searches
daca	621
case status	395
dapa	389
active shooter	368
careers	360
jobs	348
forms	343
h4 ead	321
global entry	296
esta	295

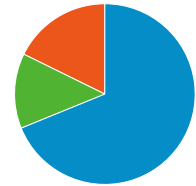
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Keyword	Sessions
us passport	1,544
homeland security jobs	1,249
passport	1,128
uscis case status	775
us passport application	471
e-verify for employers	357
cyber security	322
federal protective service	320
enhanced driver's license	246
us passports	222

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 prevents customers from feeling lost, label hyperlinks to more closely relate to their destination.
- 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:** Continue to implement more left navigation throughout site and restructure content and hyperlinks to promote a more productive, user-friendly experience.

Actions Taken:

- **Increase Visibility:** We have added a Frequently Requested Pages area to our web site, with a link in the home page rotator so that users can quickly find those pages most requested (as measured through ongoing metrics and analytics). This includes a number of links to Dept. of State and USCIS pages regarding immigration, visas and related information.
- **Broken Links:** We continue to work with components hosted on DHS.gov to do content audits in order to update content and links and remove material that is no longer relevant.

Top Landing Pages and Search Queries – February 2015

Most Visited Pages: For the annual top landing pages, immigration, careers, and trusted traveler programs ranked high among visitors.

Top 10 Visited DHS.gov Landing Pages: *

Page	Sessions	New Sessions	Average Time on Page (Minutes)	Pages/Session	Bounce Rate
/index.shtm	224,576	77.80%	1.37	2.48	59.78%
/news/2015/02/17/statement-secretary-jeh-c-johnson-concerning-district-courts-ruling-concerning-dapa	49,641	73.52%	.53	1.42	78.66%
/comparison-chart	42,073	83.55%	1.47	1.39	43.90%
/how-do-i/check-immigration-case-status	29,059	65.82%	1.21	1.71	29.62%
/how-do-i/apply-us-passport	24,564	90.74%	1.01	1.29	23.53%
/careers	22,445	77.32%	2.51	3.83	16.87%
/dhs-trip	19,304	84.13%	1.32	1.87	64.93%
/real-id-public-faqs	16,670	85.72%	1.20	1.50	70.82%
/national-terrorism-advisory-system	14,885	72.07%	1.06	1.91	68.71%
/immigration-action	14,574	55.21%	2.14	1.72	48.71%
Totals and Averages	457,791	76.59%	1.38	1.91	50.55%

Top Search Engine Queries: External and internal search queries continue to follow similar trends.

Top External Search Queries* (excludes "dhs" and repeating/similar queries)		Top External Search Queries* (excludes "dhs" and repeating/similar queries)	
1.	us passport	1.	daca
2.	homeland security jobs	2.	case status
3.	passport	3.	dapa
4.	uscis case status	4.	active shooter
5.	us passport application	5.	careers
6.	e-verify for employers	6.	jobs
7.	cyber security	7.	forms
8.	federal protective service	8.	h4 ead
9.	enhanced driver's license	9.	global entry
10.	us passports	10.	esta

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 2/1/2015 - 2/28/2015

Overall Customer Satisfaction Score

68.52

How would you rate your overall experience today?

64.05

Answer Choices	Responses	Points	Score
▪ Outstanding	425	100	42500
▪ Above Average	597	75	44775
▪ Average	558	50	27900
▪ Below Average	130	25	3250
▪ Poor	139	0	0
Total	1849		118425

Were you able to complete the purpose of your visit?

58.63

Answer Choices	Responses	Points	Score
▪ Yes	1084	100	108400
▪ No	765	0	0
Total	1849		108400

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

85.83

Answer Choices	Responses	Points	Score
▪ Yes	1587	100	158700
▪ No	262	0	0
Total	1849		158700

Will you recommend this website to a friend or colleague?

79.99

Answer Choices	Responses	Points	Score
▪ Yes	1479	100	147900
▪ No	370	0	0
Total	1849		147900

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

60.93

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1051	100	105100
▪ Had technical difficulties (e.g. error messages, broken links)	109	0	0
▪ Links did not take me where I expected	107	0	0
▪ Links / labels are difficult to understand, they are not intuitive	44	0	0
▪ Navigated to general area but couldn't find the specific content needed	294	0	0
▪ Too many links or navigational choices	67	0	0
▪ Would often feel lost, not know where I was	53	0	0
Total	1725		105100

How was your experience using our site search?

53.53

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	485	100	48500
▪ I was not sure what words to use in my search	95	0	0
▪ Results were not helpful	155	0	0
▪ Results were not relevant to my search terms or needs	78	0	0
▪ Results were too similar / redundant	26	0	0
▪ Returned not enough or no results	43	0	0
▪ Returned too many results	24	0	0
Total	906		48500

DHS.gov Customer Satisfaction Survey

Time Period: 2/1/2015 - 2/28/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	76	4.11%
▪ Contact information	121	6.54%
▪ Contracting opportunities	40	2.16%
▪ Cybersecurity	135	7.30%
▪ Disaster assistance	30	1.62%
▪ Email, RSS feeds, or subscription services	21	1.14%
▪ Forms or publications	112	6.06%
▪ Human trafficking	45	2.43%
▪ Immigration and citizenship	159	8.60%
▪ Information about DHS (leadership, history, etc.)	173	9.36%
▪ Jobs / career information	427	23.09%
▪ Law enforcement	95	5.14%
▪ News	109	5.90%
▪ Photographs	3	0.16%
▪ Small business resources	14	0.76%
▪ Training	117	6.33%
▪ Travel	130	7.03%
▪ Videos	42	2.27%
Total	1849	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	37	4.54%
▪ Content wasn't easy to understand	58	7.12%
▪ Could not find what I was looking for	427	52.39%
▪ Error on page	51	6.26%
▪ Multimedia / technical problem	31	3.80%
▪ Outdated information	29	3.56%
▪ Other	182	22.33%
Total	815	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	152	8.22%
▪ Educator	110	5.95%
▪ Federal government employee	223	12.06%
▪ First responder / law enforcement official	111	6.00%
▪ Government contractor	71	3.84%
▪ International visitor	28	1.51%
▪ Job seeker	268	14.49%
▪ Media representative	9	0.49%
▪ Non-profit staff or volunteer	57	3.08%
▪ Seeking citizenship or immigration information	78	4.22%
▪ State, tribal, territorial or local government representative	48	2.60%
▪ Student	326	17.63%
▪ Traveler (domestic or international)	124	6.71%
▪ Other	244	13.20%
Total	1849	100%