

DHS.gov Metrics Page

Mar 1, 2015 - Mar 31, 2015

All Sessions
100.00%

Sessions

1,268,677

% of Total: 100.00% (1,268,677)



Users

947,954

% of Total: 100.00% (947,954)



Pageviews

2,681,796

% of Total: 100.00% (2,681,796)



Unique Pageviews

2,133,245

% of Total: 100.00% (2,133,245)



Avg. Visit Duration

00:01:49

Avg for View: 00:01:49 (0.00%)



Avg. Time on Page

00:01:38

Avg for View: 00:01:38 (0.00%)



Bounce Rate

55.27%

Avg for View: 55.27% (0.00%)



Avg. Pages Per Visitor

2.11

Avg for View: 2.11 (0.00%)



Top Pageviews

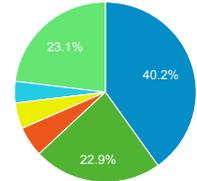
Page Title	Pageviews	Bounce Rate
Homeland Security	315,440	59.60%
Comparison Chart Homeland Security	68,841	45.12%
How Do I? Homeland Security	68,647	37.53%
Careers Homeland Security	65,603	20.33%
About DHS Homeland Security	40,574	36.67%
Contact Us Homeland Security	39,677	28.26%
Apply for a U.S. Passport Homeland Security	37,886	24.11%
Check Immigration Case Status Homeland Security	36,276	33.42%
DHS TRIP Homeland Security	33,088	67.73%
Topics Homeland Security	32,897	42.75%

Top Unique Site Searches

Search Term	Total Unique Searches
case status	398
careers	385
global entry	368
jobs	362
daca	348
esta	339
forms	330
renew green card	308
passport	274
internships	260

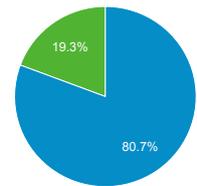
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Web Performance Metrics

Mar 1, 2015 - Mar 31, 2015



Visits to DHS.gov

1,268,677

% of Total: 100.00% (1,268,677)



Total Internal Searches

97,604

% of Total: 100.00% (97,604)



Total External Searches (Google)

616,875

% of Total: 48.62% (1,268,677)

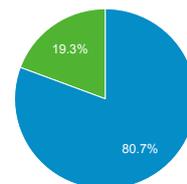


Top Internal Searches by Search Term

Search Term	Total Unique Searches
case status	398
careers	385
global entry	368
jobs	362
daca	348
esta	339
forms	330
renew green card	308
passport	274
internships	260

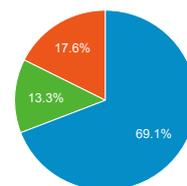
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Keyword	Sessions
passport	2,036
us passport	1,722
homeland security jobs	1,226
us passport application	574
uscis case status	381
e-verify for employers	373
cyber security	358
federal protective service	335
passport application	293
enhanced driver's license	289

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:

- **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.
- **Broken Links:** We continue to work with components hosted on DHS.gov to audit content and update content and links and remove material that is no longer relevant.

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2015 - 3/31/2015

Top Landing Pages and Search Queries March 2015

Most Visited Pages: For the month of March, the Trusted Traveler programs, immigration, and careers top the most visited landing pages on DHS.gov.

Top 10 Visited DHS.gov Landing Pages: *

Page	Sessions	New Sessions	Average Time on Page (Minutes)	Pages Per Session	Bounce Rate
/index.shtm	238,413	78.47	1:53	2.50	59.68
/comparison-chart	52,587	84.21	1:47	1.39	45.48
/how-do-i/apply-us-passport	30,786	90.47	1:01	1.30	24.16
/news/2015/02/17/statement-secretary-jeh-c-johnson-concerning-district-courts-ruling-concerning-dapa	27,544	68.02	:45	1.51	76.74
/dhs-trip	24,257	84.58	1:25	1.81	66.34
/how-do-i/check-immigration-case-status	23,579	66.10	1:20	1.64	33.46
/real-id-public-faqs	19,071	87.10	1:23	1.52	70.10
/careers	17,328	74.95	2:46	3.73	18.38
/trusted-traveler-programs	15,839	86.29	1:12	1.42	22.90
/national-terrorism-advisory-system	15,118	70.13	1:12	1.96	68.14
Totals and Averages	464,522	79.03%	1.33	1.88	48.54%

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

Top Internal Search Queries* (excludes "dhs" and repeating/similar queries)		Top External Search Queries* (excludes "dhs" and repeating/similar queries)	
1.	case status	1.	passport
2.	careers	2.	Us passport
3.	global entry	3.	homeland security jobs
4.	jobs	4.	us passport application
5.	daca	5.	uscis case status
6.	esta	6.	e-verify for employers
7.	forms	7.	cyber security
8.	renew green card	8.	federal protection service
9.	passport	9.	passport application
10.	internships	10.	enhanced driver's license

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2015 - 3/31/2015

Overall Customer Satisfaction Score **71.39**

How would you rate your overall experience today? **66.10**

Answer Choices	Responses	Points	Score
▪ Outstanding	386	100	38600
▪ Above Average	511	75	38325
▪ Average	517	50	25850
▪ Below Average	106	25	2650
▪ Poor	75	0	0
Total	1595		105425

Were you able to complete the purpose of your visit? **62.01**

Answer Choices	Responses	Points	Score
▪ Yes	989	100	98900
▪ No	606	0	0
Total	1595		98900

Would you still return to this website if you could get this information or service from another source? **88.15**

Answer Choices	Responses	Points	Score
▪ Yes	1406	100	140600
▪ No	189	0	0
Total	1595		140600

Will you recommend this website to a friend or colleague? **83.70**

Answer Choices	Responses	Points	Score
▪ Yes	1335	100	133500
▪ No	260	0	0
Total	1595		133500

Please describe your experience finding your way around (navigating) DHS.gov today. **62.76**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	932	100	93200
▪ Had technical difficulties (e.g. error messages, broken links)	104	0	0
▪ Links did not take me where I expected	84	0	0
▪ Links / labels are difficult to understand, they are not intuitive	47	0	0
▪ Navigated to general area but couldn't find the specific content needed	217	0	0
▪ Too many links or navigational choices	57	0	0
▪ Would often feel lost, not know where I was	44	0	0
Total	1485		93200

How was your experience using our site search? **57.83**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	432	100	43200
▪ I was not sure what words to use in my search	55	0	0
▪ Results were not helpful	113	0	0
▪ Results were not relevant to my search terms or needs	67	0	0
▪ Results were too similar / redundant	26	0	0
▪ Returned not enough or no results	37	0	0
▪ Returned too many results	17	0	0
Total	747		43200

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2015 - 3/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	52	3.26%
▪ Contact information	99	6.21%
▪ Contracting opportunities	38	2.38%
▪ Cybersecurity	126	7.90%
▪ Disaster assistance	47	2.95%
▪ Email, RSS feeds, or subscription services	18	1.13%
▪ Forms or publications	98	6.14%
▪ Human trafficking	35	2.19%
▪ Immigration and citizenship	146	9.15%
▪ Information about DHS (leadership, history, etc.)	177	11.10%
▪ Jobs / career information	366	22.95%
▪ Law enforcement	75	4.70%
▪ News	66	4.14%
▪ Photographs	6	0.38%
▪ Small business resources	13	0.82%
▪ Training	89	5.58%
▪ Travel	130	8.15%
▪ Videos	14	0.88%
Total	1595	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	39	5.91%
▪ Content wasn't easy to understand	54	8.18%
▪ Could not find what I was looking for	331	50.15%
▪ Error on page	35	5.30%
▪ Multimedia / technical problem	10	1.52%
▪ Outdated information	25	3.79%
▪ Other	166	25.15%
Total	660	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	143	8.97%
▪ Educator	87	5.45%
▪ Federal government employee	128	8.03%
▪ First responder / law enforcement official	84	5.27%
▪ Government contractor	70	4.39%
▪ International visitor	27	1.69%
▪ Job seeker	231	14.48%
▪ Media representative	9	0.56%
▪ Non-profit staff or volunteer	57	3.57%
▪ Seeking citizenship or immigration information	56	3.51%
▪ State, tribal, territorial or local government representative	40	2.51%
▪ Student	343	21.50%
▪ Traveler (domestic or international)	117	7.34%
▪ Other	203	12.73%
Total	1595	100%