

DHS.gov Metrics Report

Apr 1, 2015 - Apr 30, 2015



Sessions

1,433,180

% of Total: 100.00% (1,433,180)



Users

1,082,787

% of Total: 100.00% (1,082,787)



Pageviews

2,941,361

% of Total: 100.00% (2,941,361)



Unique Pageviews

2,307,089

% of Total: 100.00% (2,307,089)



Avg. Visit Duration

00:01:48

Avg for View: 00:01:48 (0.00%)



Avg. Time on Page

00:01:42

Avg for View: 00:01:42 (0.00%)



Bounce Rate

54.19%

Avg for View: 54.19% (0.00%)



Avg. Pages Per Visitor

2.05

Avg for View: 2.05 (0.00%)



Top Pageviews

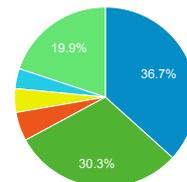
Page Title	Pageviews	Bounce Rate
Homeland Security	320,255	59.24%
Trusted Traveler Programs Homeland Security	228,376	42.84%
Comparison Chart Homeland Security	127,781	46.04%
How Do I? Homeland Security	65,994	44.06%
Careers Homeland Security	64,115	16.58%
Check Immigration Case Status Homeland Security	43,487	34.59%
About DHS Homeland Security	38,233	45.58%
Contact Us Homeland Security	38,167	26.92%
Apply for a U.S. Passport Homeland Security	36,305	24.84%
Topics Homeland Security	30,066	46.51%

Top Unique Site Searches

Search Term	Total Unique Searches
known traveler number	395
active shooter	323
global entry	320
jobs	275
passport	274
forms	270
immigration	270
esta	266
case status	262
training	225

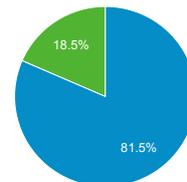
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015



Visits to DHS.gov

1,433,180

% of Total: 100.00% (1,433,180)



Total Internal Searches

87,584

% of Total: 100.00% (87,584)



Total External Searches (Google)

646,950

% of Total: 45.14% (646,950)



Top Internal Searches by Search Term

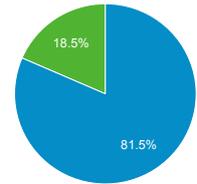
Search Term	Total Unique Searches
known traveler number	395
active shooter	323
global entry	320
jobs	275
passport	274
forms	270
immigration	270
esta	266
case status	262
training	225

Top External Searches (Google - as reported)

Keyword	Sessions
passport	2,581
us passport	1,644
homeland security jobs	1,200
us passport application	581
cyber security	487
uscis case status	478
i94	436
passport application	377
federal protective service	371
enhanced driver's license	315

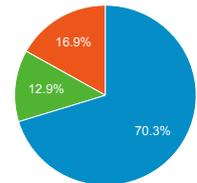
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



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: 4/1/2015 - 4/30/2015

Top Landing Pages and Search Queries – April 2015

Most Visited Pages: For the month of April, 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	246,385	78.65	1:48	2.53	59.28
/trusted-traveler-programs	147,466	88.36	1:25	1.56	44.35
/comparison-chart	75,568	76.67	1:50	1.41	46.52
/how-do-i/apply-us-passport	29,434	89.22	1:02	1.31	24.89
/dhs-trip	28,307	85.85	1:21	1.70	69.44
/how-do-i/check-immigration-case-status	26,993	65.38	1:25	1.73	34.62
/careers	22,847	77.56	2:54	3.94	16.42
/real-id-public-faqs	16,058	85.33	1:23	1.50	71.42
/how-do-i/cross-us-borders	14,830	89.86	1:27	1.61	38.19
/national-terrorism-advisory-system	14,611	69.49	1:09	1.97	66.68
Totals and Averages	622,499	80.64%	1.34	1.93	47.18%

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.	known traveler number	1.	passport
2.	active shooter	2.	us passport
3.	global entry	3.	homeland security jobs
4.	jobs	4.	us passport application
5.	passport	5.	cyber security
6.	forms	6.	e-verify for employers
7.	immigration	7.	uscis case status
8.	esta	8.	i94
9.	case status	9.	federal protection service
10.	training	10.	enhanced driver's license

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2015 - 4/30/2015

Overall Customer Satisfaction Score **70.62**

How would you rate your overall experience today? **65.20**

Answer Choices	Responses	Points	Score
▪ Outstanding	331	100	33100
▪ Above Average	510	75	38250
▪ Average	487	50	24350
▪ Below Average	102	25	2550
▪ Poor	77	0	0
Total	1507		98250

Were you able to complete the purpose of your visit? **60.65**

Answer Choices	Responses	Points	Score
▪ Yes	914	100	91400
▪ No	593	0	0
Total	1507		91400

Would you still return to this website if you could get this information or service from another source? **87.33**

Answer Choices	Responses	Points	Score
▪ Yes	1316	100	131600
▪ No	191	0	0
Total	1507		131600

Will you recommend this website to a friend or colleague? **82.81**

Answer Choices	Responses	Points	Score
▪ Yes	1248	100	124800
▪ No	259	0	0
Total	1507		124800

Please describe your experience finding your way around (navigating) DHS.gov today. **63.79**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	893	100	89300
▪ Had technical difficulties (e.g. error messages, broken links)	57	0	0
▪ Links did not take me where I expected	75	0	0
▪ Links / labels are difficult to understand, they are not intuitive	49	0	0
▪ Navigated to general area but couldn't find the specific content needed	236	0	0
▪ Too many links or navigational choices	44	0	0
▪ Would often feel lost, not know where I was	46	0	0
Total	1400		89300

How was your experience using our site search? **55.93**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	410	100	41000
▪ I was not sure what words to use in my search	65	0	0
▪ Results were not helpful	129	0	0
▪ Results were not relevant to my search terms or needs	69	0	0
▪ Results were too similar / redundant	14	0	0
▪ Returned not enough or no results	35	0	0
▪ Returned too many results	11	0	0
Total	733		41000

DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2015 - 4/30/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	55	3.65%
▪ Contact information	96	6.37%
▪ Contracting opportunities	25	1.66%
▪ Cybersecurity	118	7.83%
▪ Disaster assistance	40	2.65%
▪ Email, RSS feeds, or subscription services	13	0.86%
▪ Forms or publications	104	6.90%
▪ Human trafficking	37	2.46%
▪ Immigration and citizenship	114	7.56%
▪ Information about DHS (leadership, history, etc.)	157	10.42%
▪ Jobs / career information	312	20.70%
▪ Law enforcement	71	4.71%
▪ News	52	3.45%
▪ Photographs	5	0.33%
▪ Small business resources	14	0.93%
▪ Training	82	5.44%
▪ Travel	203	13.47%
▪ Videos	9	0.60%
Total	1507	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	25	3.88%
▪ Content wasn't easy to understand	58	9.01%
▪ Could not find what I was looking for	350	54.35%
▪ Error on page	20	3.11%
▪ Multimedia / technical problem	8	1.24%
▪ Outdated information	24	3.73%
▪ Other	159	24.69%
Total	644	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	158	10.48%
▪ Educator	78	5.18%
▪ Federal government employee	120	7.96%
▪ First responder / law enforcement official	97	6.44%
▪ Government contractor	80	5.31%
▪ International visitor	29	1.92%
▪ Job seeker	200	13.27%
▪ Media representative	7	0.46%
▪ Non-profit staff or volunteer	35	2.32%
▪ Seeking citizenship or immigration information	33	2.19%
▪ State, tribal, territorial or local government representative	31	2.06%
▪ Student	296	19.64%
▪ Traveler (domestic or international)	170	11.28%
▪ Other	173	11.48%
Total	1507	100%