

DHS.gov Metrics Page

May 1, 2015 - May 31, 2015



Sessions

1,672,636

% of Total: 100.00% (1,672,636)



Users

1,319,817

% of Total: 100.00% (1,319,817)



Pageviews

3,074,218

% of Total: 100.00% (3,074,218)



Unique Pageviews

2,487,541

% of Total: 100.00% (2,487,541)



Avg. Visit Duration

00:01:32

Avg for View: 00:01:32 (0.00%)



Avg. Time on Page

00:01:49

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



Bounce Rate

56.85%

Avg for View: 56.85% (0.00%)



Avg. Pages Per Visitor

1.84

Avg for View: 1.84 (0.00%)

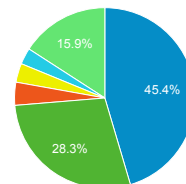


Page Title	Pageviews	Bounce Rate
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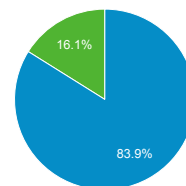
Comparison Chart Homeland Security	577,259	60.94%
Homeland Security	305,410	60.26%
Trusted Traveler Programs Homeland Security	100,210	23.25%
How Do I? Homeland Security	62,133	42.52%
Careers Homeland Security	60,783	16.17%
Traveler Redress Inquiry Program (DHS TRIP) Homeland Security	52,305	75.11%
Check Immigration Case Status Homeland Security	37,203	35.00%
Contact Us Homeland Security	36,109	26.99%
National Terrorism Advisory System Homeland Security	34,526	62.07%
Apply for a U.S. Passport Homeland Security	33,198	25.10%

Top Unique Site Searches

Search Term	Total Unique Searches
esta	316
global entry	287
passport	257
jobs	254
forms	253
threat level	243
i94	239
active shooter	231
case status	223
careers	204



New vs. Returned Visitors



DHS.gov Search Web Performance Metrics

May 1, 2015 - May 31, 2015



Visits to DHS.gov

1,672,636

% of Total: 100.00% (1,672,636)



Total Internal Searches

78,737

% of Total: 100.00% (78,737)



Total External Searches (Google)

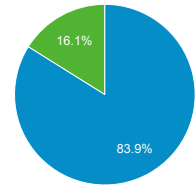
594,211

% of Total: 35.53% (1,672,636)



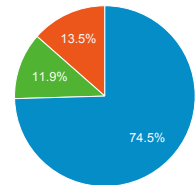
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■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Keyword	Sessions
passport	1,894
us passport	1,556
homeland security jobs	1,159
passport application	762
(not set)	570
uscis case status	552
how to apply for a passport	515
cyber security	505
us passport application	458
federal protective service	339

DHS.gov Web Performance Metrics

May 1, 2015 - May 31, 2015

All Sessions
100.00%

Unique Pageviews and Entrances / ...

Section	Unique Pageviews	Entrances / Pageviews
(TSA) Transportation Security Administration	611,043	81.11%
(DHS) Department of Homeland Security	339,984	40.82%
(OPA) Office of Public Affairs	219,994	47.87%
(OCHCO) Office of the Chief Human Capital Officer	182,996	28.36%
Office of Infrastructure Protection	59,850	40.68%
(CS&C) Office of Cyber Security and Communications	58,249	46.64%
(OIS) Office of Immigration Statistics	28,086	37.77%
(CISOMB) Citizenship & Immigration Services Ombudsman	27,617	58.60%
(PLCY) Office of Policy	26,906	57.74%
(PRIV) Privacy Office	19,059	45.72%

Total Visits

1,672,636

% of Total: 100.00% (1,672,636)



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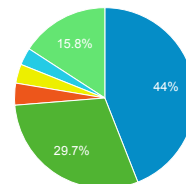


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Visits by Social Network

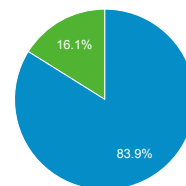
Social Network	Sessions
Facebook	12,378
Twitter	2,900
reddit	1,072
TripAdvisor	791
LinkedIn	347
Blogger	312
Stack Exchange	177
Google+	121
TypePad	96
Disqus	60

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



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews

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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: 5/1/2015 - 5/31/2015

Top Landing Pages and Search Queries – May 2015

Most Visited Pages: For the month of May, 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	242,104	79.30	2:40	1.35	60.30
/comparison-chart	63,611	77.22	1:39	1.49	46.55
/trusted-traveler-programs	60,174	85.64	1:42	1.20	23.41
/trusted-traveler-programs	40,121	86.73	1:53	1.07	74.31
/dhs-trip	26,800	89.05	1:32	1.01	25.14
/how-do-i/apply-us-passport	24,306	66.17	1:64	1.20	34.99
/careers	22,303	77.45	3:94	2.56	16.17
/national-terrorism-advisory-system	22,109	72.88	2:14	1.15	62.13
/how-do-i/cross-us-borders	16,969	90.13	1:60	1.33	36.01
/enhanced-drivers-licenses-what-are-they	14,611	87.11	1:30	0.41	85.23
Totals and Averages	533,108	81.17%	2.10	1.28	46.42%

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.	esta	1.	passport
2.	global entry	2.	us passport
3.	passport	3.	homeland security jobs
4.	jobs	4.	passport application
5.	forms	5.	(not set)
6.	threat level	6.	uscis case study
7.	i94	7.	how to apply for a passport
8.	active shooter	8.	cyber security
9.	case status	9.	us passport application
10.	careers	10.	federal protective service

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2015 - 5/31/2015

Overall Customer Satisfaction Score

69.13

How would you rate your overall experience today?

64.95

Answer Choices	Responses	Points	Score
▪ Outstanding	337	100	33700
▪ Above Average	482	75	36150
▪ Average	485	50	24250
▪ Below Average	107	25	2675
▪ Poor	79	0	0
Total	1490		96775

Were you able to complete the purpose of your visit?

58.19

Answer Choices	Responses	Points	Score
▪ Yes	867	100	86700
▪ No	623	0	0
Total	1490		86700

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

86.58

Answer Choices	Responses	Points	Score
▪ Yes	1290	100	129000
▪ No	200	0	0
Total	1490		129000

Will you recommend this website to a friend or colleague?

81.21

Answer Choices	Responses	Points	Score
▪ Yes	1210	100	121000
▪ No	280	0	0
Total	1490		121000

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

61.81

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	861	100	86100
▪ Had technical difficulties (e.g. error messages, broken links)	63	0	0
▪ Links did not take me where I expected	92	0	0
▪ Links / labels are difficult to understand, they are not intuitive	46	0	0
▪ Navigated to general area but couldn't find the specific content needed	241	0	0
▪ Too many links or navigational choices	51	0	0
▪ Would often feel lost, not know where I was	39	0	0
Total	1393		86100

How was your experience using our site search?

53.30

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	380	100	38000
▪ I was not sure what words to use in my search	65	0	0
▪ Results were not helpful	119	0	0
▪ Results were not relevant to my search terms or needs	67	0	0
▪ Results were too similar / redundant	25	0	0
▪ Returned not enough or no results	46	0	0
▪ Returned too many results	11	0	0
Total	713		38000

DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2015 - 5/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	52	3.49%
▪ Contact information	79	5.30%
▪ Contracting opportunities	31	2.08%
▪ Cybersecurity	122	8.19%
▪ Disaster assistance	41	2.75%
▪ Email, RSS feeds, or subscription services	16	1.07%
▪ Forms or publications	100	6.71%
▪ Human trafficking	29	1.95%
▪ Immigration and citizenship	97	6.51%
▪ Information about DHS (leadership, history, etc.)	121	8.12%
▪ Jobs / career information	331	22.21%
▪ Law enforcement	77	5.17%
▪ News	79	5.30%
▪ Photographs	7	0.47%
▪ Small business resources	11	0.74%
▪ Training	78	5.23%
▪ Travel	214	14.36%
▪ Videos	5	0.34%
Total	1490	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	36	5.34%
▪ Content wasn't easy to understand	64	9.50%
▪ Could not find what I was looking for	361	53.56%
▪ Error on page	16	2.37%
▪ Multimedia / technical problem	9	1.34%
▪ Outdated information	23	3.41%
▪ Other	165	24.48%
Total	674	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	164	11.01%
▪ Educator	80	5.37%
▪ Federal government employee	128	8.59%
▪ First responder / law enforcement official	90	6.04%
▪ Government contractor	59	3.96%
▪ International visitor	29	1.95%
▪ Job seeker	200	13.42%
▪ Media representative	12	0.81%
▪ Non-profit staff or volunteer	48	3.22%
▪ Seeking citizenship or immigration information	39	2.62%
▪ State, tribal, territorial or local government representative	35	2.35%
▪ Student	226	15.17%
▪ Traveler (domestic or international)	187	12.55%
▪ Other	193	12.95%
Total	1490	100%