

DHS.gov Metrics Page

Jun 1, 2015 - Jun 30, 2015



Sessions

1,652,075

% of Total: 100.00% (1,652,075)



Users

1,104,948

% of Total: 100.00% (1,104,948)



Pageviews

3,135,739

% of Total: 100.00% (3,135,739)



Unique Pageviews

2,461,857

% of Total: 100.00% (2,461,857)



Avg. Visit Duration

00:01:37

Avg for View: 00:01:37 (0.00%)



Avg. Time on Page

00:01:48

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



Bounce Rate

62.20%

Avg for View: 62.20% (0.00%)



Avg. Pages Per Visitor

1.90

Avg for View: 1.90 (0.00%)



Top Pageviews

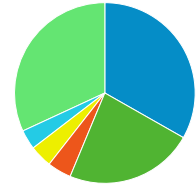
Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	582,014	83.77%
Homeland Security	288,785	58.50%
Comparison Chart Homeland Security	121,203	52.37%
How Do I? Homeland Security	63,651	26.13%
Careers Homeland Security	59,651	16.61%
Contact Us Homeland Security	39,032	24.69%
Traveler Redress Inquiry Program (DHS TRIP) Homeland Security	37,352	69.71%
Check Immigration Case Status Homeland Security	36,891	34.14%
Cross U.S. Borders Homeland Security	33,556	34.50%
Trusted Traveler Programs Homeland Security	32,617	26.49%

Top Unique Site Searches

Search Term	Total Unique Searches
intrusion	459
esta	421
jobs	328
global entry	321
active shooter	286
i94	271
forms	258
passport	250
case status	232
careers	227

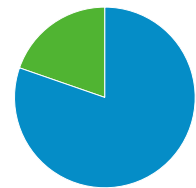
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Web Performance Metrics

Jun 1, 2015 - Jun 30, 2015



Visits to DHS.gov

1,652,075

% of Total: 100.00% (1,652,075)



Total Internal Searches

80,511

% of Total: 100.00% (80,511)



Total External Searches (Google)

596,628

% of Total: 36.11% (1,652,082)



Top Internal Searches by Search Term

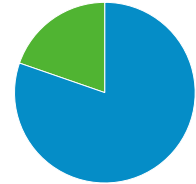
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Top External Searches (Google - as reported)

Keyword	Sessions
us passport	1,518
passport	1,471
uscis case status	1,205
homeland security jobs	1,164
passport application	717
(not set)	711
enhanced driver's license	537
us passport application	457
how to apply for a passport	418
federal protective service	374

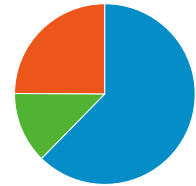
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Web Performance Metrics

Jun 1, 2015 - Jun 30, 2015

All Sessions
100.00%

Total Visits

1,652,075

% of Total: 100.00% (1,652,075)



Avg. Visit Duration

00:01:37

Avg for View: 00:01:37 (0.00%)



Pageviews

3,135,739

% of Total: 100.00% (3,135,739)



Unique Visitors

1,104,948

% of Total: 100.00% (1,104,948)



Avg. Pages / Visit

1.90

Avg for View: 1.90 (0.00%)



Avg. Time on Page

00:01:48

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



Bounce Rate

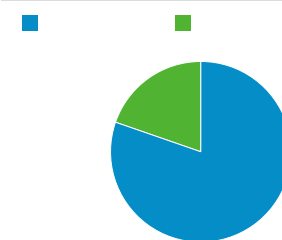
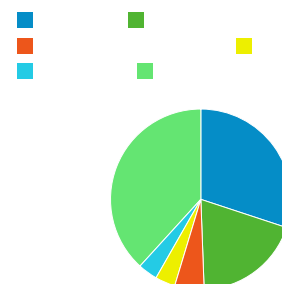
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Top Pages

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Visits by Social Network

Social Network	Sessions
Facebook	9,048
reddit	6,634
Blogger	6,313
Twitter	2,654
TripAdvisor	882
LinkedIn	395
TypePad	286
Stack Exchange	178
Weebly	108
BuzzFeed	61

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: 6/1/2015 - 6/30/2015

Top Landing Pages and Search Queries – June 2015

Most Visited Pages: For the month of June, the National Terrorism Advisory System, Trusted Traveler Program, Immigration and Careers topped the most visited landing pages on DHS.gov.

Top 10 Visited DHS.gov Landing Pages:*

Page	Sessions	Percent New Sessions	New Users	Bounce Rate	Pages per Session
/ntas/index.shtm	405,452	39.18	158,860	83.92	1.34
/index.shtm	226,753	78.89	178,881	58.56	2.53
/comparison-chart	56,438	81.24	45,848	47.35	1.36
/comparison-chart?CLK =RRDTHXT1	41,264	70.49	29,088	60.20	1.19
/dhs-trip	27,107	85.00	23,041	68.31	1.72
/how-do-i/apply-us-passport	25,339	88.24	22,359	24.22	1.35
/how-do-i/check-immigration-case-status	23,739	68.19	16,187	34.18	1.71
/careers	23,364	77.07	18,007	16.60	3.90
/how-do-i/cross-us-borders	22,519	90.63	20,408	34.58	1.67
/trusted-traveler-programs	21,797	82.42	17,965	26.69	1.42
Totals and Averages	873,772	76.14	530,644	45.46	1.82

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

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2015 - 6/30/2015

Overall Customer Satisfaction Score **68.90**

How would you rate your overall experience today? **64.65**

Answer Choices	Responses	Points	Score
▪ Outstanding	265	100	26500
▪ Above Average	390	75	29250
▪ Average	432	50	21600
▪ Below Average	79	25	1975
▪ Poor	61	0	0
Total	1227		79325

Were you able to complete the purpose of your visit? **58.44**

Answer Choices	Responses	Points	Score
▪ Yes	717	100	71700
▪ No	510	0	0
Total	1227		71700

Would you still return to this website if you could get this information or service from another source? **86.15**

Answer Choices	Responses	Points	Score
▪ Yes	1057	100	105700
▪ No	170	0	0
Total	1227		105700

Will you recommend this website to a friend or colleague? **79.46**

Answer Choices	Responses	Points	Score
▪ Yes	975	100	97500
▪ No	252	0	0
Total	1227		97500

Please describe your experience finding your way around (navigating) DHS.gov today. **62.24**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	712	100	71200
▪ Had technical difficulties (e.g. error messages, broken links)	61	0	0
▪ Links did not take me where I expected	84	0	0
▪ Links / labels are difficult to understand, they are not intuitive	37	0	0
▪ Navigated to general area but couldn't find the specific content needed	192	0	0
▪ Too many links or navigational choices	35	0	0
▪ Would often feel lost, not know where I was	23	0	0
Total	1144		71200

How was your experience using our site search? **54.64**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	324	100	32400
▪ I was not sure what words to use in my search	51	0	0
▪ Results were not helpful	112	0	0
▪ Results were not relevant to my search terms or needs	47	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	40	0	0
▪ Returned too many results	7	0	0
Total	593		32400

DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2015 - 6/30/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	40	3.26%
▪ Contact information	106	8.64%
▪ Contracting opportunities	25	2.04%
▪ Cybersecurity	112	9.13%
▪ Disaster assistance	30	2.44%
▪ Email, RSS feeds, or subscription services	14	1.14%
▪ Forms or publications	77	6.28%
▪ Human trafficking	22	1.79%
▪ Immigration and citizenship	75	6.11%
▪ Information about DHS (leadership, history, etc.)	100	8.15%
▪ Jobs / career information	280	22.82%
▪ Law enforcement	57	4.65%
▪ News	76	6.19%
▪ Photographs	3	0.24%
▪ Small business resources	11	0.90%
▪ Training	93	7.58%
▪ Travel	99	8.07%
▪ Videos	7	0.57%
Total	1227	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	26	4.78%
▪ Content wasn't easy to understand	50	9.19%
▪ Could not find what I was looking for	295	54.23%
▪ Error on page	16	2.94%
▪ Multimedia / technical problem	14	2.57%
▪ Outdated information	21	3.86%
▪ Other	122	22.43%
Total	544	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	112	9.13%
▪ Educator	62	5.05%
▪ Federal government employee	127	10.35%
▪ First responder / law enforcement official	73	5.95%
▪ Government contractor	78	6.36%
▪ International visitor	26	2.12%
▪ Job seeker	181	14.75%
▪ Media representative	10	0.81%
▪ Non-profit staff or volunteer	24	1.96%
▪ Seeking citizenship or immigration information	40	3.26%
▪ State, tribal, territorial or local government representative	31	2.53%
▪ Student	178	14.51%
▪ Traveler (domestic or international)	106	8.64%
▪ Other	179	14.59%
Total	1227	100%