Google Analytics

DHS.gov Metrics Page

Jul 1, 2015 - Jul 31, 2015

All Sessions
100.00%

Sessions

2,021,086
% of Total: **100.00% (2,021,086)**

Users

1,258,344
% of Total: **100.00% (1,258,344)**

Pageviews

3,729,696
% of Total: **100.00% (3,729,696)**

Unique Pageviews

2,879,330
% of Total: **100.00% (2,879,330)**

Avg. Visit Duration

00:01:35
Avg for View: **00:01:35 (0.00%)**

Avg. Time on Page

00:01:52
Avg for View: **00:01:52 (0.00%)**

Bounce Rate

65.52%
Avg for View: **65.52% (0.00%)**

Avg. Pages Per Visitor

1.85
Avg for View: **1.85 (0.00%)**

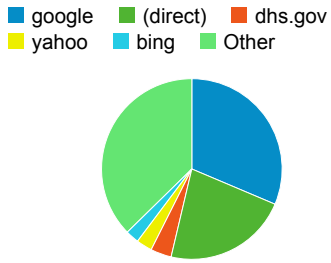
Top Pageviews

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	1,122,490	83.42%
Homeland Security	296,659	58.88%
Comparison Chart | Homeland Security	96,159	48.68%
How Do I? | Homeland Security	74,307	3.05%
National Terrorism Advisory System | Homeland Security	49,634	65.04%
Search Job Postings | Homeland Security	48,913	33.61%
Homeland Security Careers | Homeland Security	48,065	16.13%
Check Immigration Case Status | Homeland Security	38,358	32.57%
Contact Us | Homeland Security	37,230	22.65%
Cross U.S. Borders | Homeland Security	36,656	34.07%

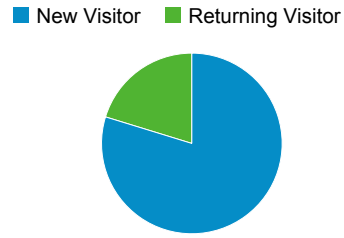
Top Unique Site Searches

Search Term	Total Unique Searches
careers	640
esta	548
jobs	548
active shooter	369
global entry	296
case status	295
forms	266
passport	259
i94	247
threat level	230

Visits by Source



New vs. Returned Visitors



DHS.gov Search Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

All Sessions
100.00%

Visits to DHS.gov

2,021,086
% of Total: **100.00% (2,021,086)**

Total Internal Searches

81,633
% of Total: **100.00% (81,633)**

Total External Searches (Google)

619,196
% of Total: **30.64% (2,021,086)**

Top Internal Searches by Search Term

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careers	640
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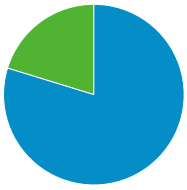
threat level	230

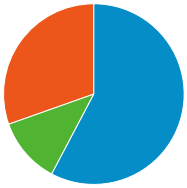
Top External Searches (Google - as reported)

Keyword	Sessions
us passport	1,055
homeland security jobs	1,052
passport	1,007
(not set)	899
uscis case status	574
passport application	390
enhanced driver's license	344
cyber security	302
us passport application	296
federal protective service	286

New vs. Returned Visitors



Avg. Visits per Visitor



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Google Analytics

DHS.gov Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

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Total Visits

2,021,086
% of Total: **100.00% (2,021,086)**

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Top Pages

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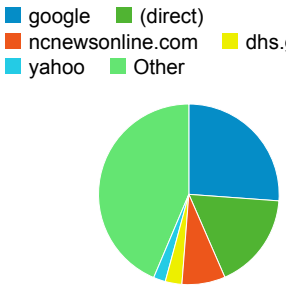
Contact Us | Homeland Security	37,230	22.65%
Cross U.S. Borders | Homeland Security	36,656	34.07%

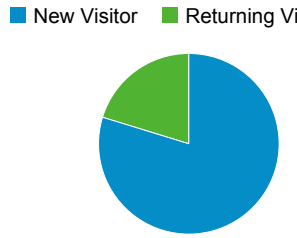
Visits by Social Network

Social Network	Sessions
Blogger	16,254
Facebook	8,484
Twitter	3,599
TripAdvisor	1,269
reddit	589
LinkedIn	570
TypePad	296
Stack Exchange	191
Weebly	171
Netvibes	48

Visits by Source



New vs. Returned Visitors



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.

ActionsTaken:

- **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: 7/1/2015 - 7/31/2015

Top Landing Pages and Search Queries – July 2015

Most Visited Pages: For the month of July, 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	769,750	36.49%	280,861	83.58%	1.35
/index.shtm	229,988	78.42%	180,353	58.91%	2.59
/comparison-chart	58.877	85.43%	50,299	46.50%	1.38
/national-terrorism-advisory-system	32,856	73.43%	24,126	65.08%	2.01
/dhs-trip	26,387	85.09%	22,453	66.73%	1.81
/how-do-i/cross-us-borders	24,770	91.17%	22,582	34.15%	1.67
/how-do-i/check-immigation-case-status	24,015	68.51%	16,453	32.69%	1.84
/how-do-i/apply-us-passport	23,253	88.23%	20,517	24.75%	1.36
/homeland-security-careers	22,221	73.65%	16,366	16.11%	3.93
/trusted-traveler-programs	21,524	86.20%	18,554	19.51%	1.48
Totals and Averages	1,233,641	76.66%	652,564	44.80%	1.94

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)
careers	us passport
esta	homeland security jobs
jobs	passport
global entry	(not set)
active shooter	uscis case status
case status	passport application
forms	enhanced drivers license
passport	cyber security
i94	us passport application
threat level	federal protective service

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 7/1/2015 - 7/31/2015

Overall Customer Satisfaction Score 81.51

How would you rate your overall experience today? 64.41

Answer Choices	Responses	Points	Score
▪ Outstanding	288	100	28800
▪ Above Average	387	75	29025
▪ Average	461	50	23050
▪ Below Average	78	25	1950
▪ Poor	72	0	0
Total	**1286**		**82825**

Were you able to complete the purpose of your visit? 56.84

Answer Choices	Responses	Points	Score
▪ Yes	731	100	73100
▪ No	555	0	0
Total	**1286**		**73100**

Would you still return to this website if you could get this information or service from another source? 494.69

Answer Choices	Responses	Points	Score
▪ Yes	1118	100	111800
▪ No	168	0	0
Total	**226**		**111800**

Will you recommend this website to a friend or colleague? 82.43

Answer Choices	Responses	Points	Score
▪ Yes	1060	100	106000
▪ No	226	0	0
Total	**1286**		**106000**

Please describe your experience finding your way around (navigating) DHS.gov today. 62.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	743	100	74300
▪ Had technical difficulties (e.g. error messages, broken links)	50	0	0
▪ Links did not take me where I expected	75	0	0
▪ Links / labels are difficult to understand, they are not intuitive	32	0	0
▪ Navigated to general area but couldn't find the specific content needed	209	0	0
▪ Too many links or navigational choices	39	0	0
▪ Would often feel lost, not know where I was	40	0	0
Total	**1188**		**74300**

How was your experience using our site search? 53.03

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	341	100	34100
▪ I was not sure what words to use in my search	59	0	0
▪ Results were not helpful	115	0	0
▪ Results were not relevant to my search terms or needs	65	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	30	0	0
▪ Returned too many results	17	0	0
Total	**643**		**34100**

DHS.gov Customer Satisfaction Survey

Time Period: 7/1/2015 - 7/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	32	2.49%
▪ Contact information	79	6.14%
▪ Contracting opportunities	22	1.71%
▪ Cybersecurity	134	10.42%
▪ Disaster assistance	43	3.34%
▪ Email, RSS feeds, or subscription services	16	1.24%
▪ Forms or publications	90	7.00%
▪ Human trafficking	22	1.71%
▪ Immigration and citizenship	86	6.69%
▪ Information about DHS (leadership, history, etc.)	109	8.48%
▪ Jobs / career information	297	23.09%
▪ Law enforcement	56	4.35%
▪ News	80	6.22%
▪ Photographs	5	0.39%
▪ Small business resources	13	1.01%
▪ Training	87	6.77%
▪ Travel	113	8.79%
▪ Videos	2	0.16%
Total	**1286**	**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	21	3.62%
▪ Content wasn't easy to understand	19	3.28%
▪ Could not find what I was looking for	347	59.83%
▪ Error on page	18	3.10%
▪ Multimedia / technical problem	11	1.90%
▪ Outdated information	17	2.93%
▪ Other	147	25.34%
Total	**580**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	137	10.65%
▪ Educator	73	5.68%
▪ Federal government employee	113	8.79%
▪ First responder / law enforcement official	80	6.22%
▪ Government contractor	64	4.98%
▪ International visitor	26	2.02%
▪ Job seeker	189	14.70%
▪ Media representative	9	0.70%
▪ Non-profit staff or volunteer	44	3.42%
▪ Seeking citizenship or immigration information	34	2.64%
▪ State, tribal, territorial or local government representative	47	3.65%
▪ Student	174	13.53%
▪ Traveler (domestic or international)	115	8.94%
▪ Other	181	14.07%
Total	**1286**	**100%**