



Sessions

2,025,160

% of Total: 100.00% (2,025,160)



Users

1,299,076

% of Total: 100.00% (1,299,076)



Pageviews

3,802,629

% of Total: 100.00% (3,802,629)



Unique Pageviews

2,900,808

% of Total: 100.00% (2,900,808)



Avg. Visit Duration

00:01:35

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



Avg. Time on Page

00:01:48

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



Bounce Rate

64.38%

Avg for View: 64.38% (0.00%)



Avg. Pages Per Visitor

1.88

Avg for View: 1.88 (0.00%)



Top Pageviews

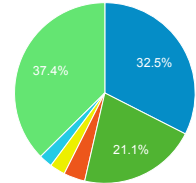
Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	1,087,874	83.26%
Homeland Security	291,651	61.04%
Check Immigration Case Status Homeland Security	124,908	35.64%
How Do I? Homeland Security	83,424	2.30%
Search Job Postings Homeland Security	53,872	36.16%
Homeland Security Careers Homeland Security	53,609	16.17%
Comparison Chart Homeland Security	52,672	52.03%
Trusted Traveler Programs Homeland Security	39,032	17.08%
Apply for a U.S. Passport Homeland Security	37,024	23.67%
If You See Something, Say Something™ Homeland Security	36,219	82.86%

Top Unique Site Searches

Search Term	Total Unique Searches
careers	706
case status	608
jobs	530
esta	482
global entry	419
i94	349
opt	344
active shooter	314
opt stem extension	306
forms	295

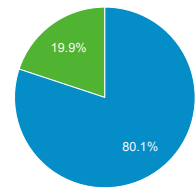
Visits by Source

google (direct) dhs.gov
yahoo! bing Other



New vs. Returned Visitors

New Visitor Returning Visitor





Visits to DHS.gov

2,025,160

% of Total: 100.00% (2,025,160)



Total Internal Searches

89,063

% of Total: 100.00% (89,063)



Total External Searches (Google)

655,005

% of Total: 32.34% (2,025,160)



Top Internal Searches by Search Term

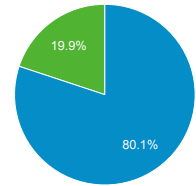
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Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	2,147
(not set)	885
passport	842
us passport	836
homeland security jobs	804
passport application	587
us passport application	458
us passport application form	292
enhanced driver's license	282
cyber security	278

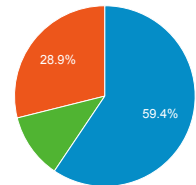
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other





Total Visits

2,025,160

% of Total: 100.00% (2,025,160)



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00:01:35

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



Pageviews

3,802,629

% of Total: 100.00% (3,802,629)



Unique Visitors

1,299,076

% of Total: 100.00% (1,299,076)



Avg. Pages / Visit

1.88

Avg for View: 1.88 (0.00%)



Avg. Time on Page

00:01:48

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



Bounce Rate

64.38%

Avg for View: 64.38% (0.00%)



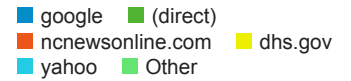
Top Pages

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Visits by Social Network

Social Network	Sessions
Blogger	9,173
Facebook	6,583
Twitter	1,821
TripAdvisor	1,050
LinkedIn	600
Weebly	315
TypePad	255
Stack Exchange	221
reddit	186
Disqus	81

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.

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: 8/1/2015 – 8/31/2015

Top Landing Pages and Search Queries – August 2015

Most Visited Pages: For the month of August, 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	719,573	38.03%	273,636	83.34%	1.40
/index.shtm	225,389	78.49%	176,905	61.10%	2.57
/how-do-i/check-immigration-case-status	85,222	70.03%	59,684	35.73%	1.73
/comparison-chart	30,664	81.74%	25,064	50.60%	1.35
/how-do-i/apply-us-passport	30,271	88.70%	26,851	23.75%	1.36
/trusted-traveler-programs	28,090	86.27%	24,233	17.10%	1.52
/see-something-say-something	27,937	83.85%	23,424	82.94%	1.42
/blue-campaign	26,732	90.32%	24,145	50.57%	2.05
/dhs-trip	25,739	84.40%	21,725	66.27%	1.84
/homeland-security-careers	23,194	72.20%	16,747	16.12%	3.83
Totals and Averages	1,222,811	77.40%	672,414	48.75%	1.91

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	uscis case status
case status	(not set)
jobs	passport
esta	us passport
global entry	homeland security jobs
i94	passport application
opt	us passport application
active shooter	us passport application form
opt stem extension	enhanced driver’s license
forms	cyber security

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2015 - 8/31/2015

Overall Customer Satisfaction Score **69.89**

How would you rate your overall experience today? **65.78**

Answer Choices	Responses	Points	Score
▪ Outstanding	287	100	28700
▪ Above Average	406	75	30450
▪ Average	382	50	19100
▪ Below Average	93	25	2325
▪ Poor	57	0	0
Total	1225		80575

Were you able to complete the purpose of your visit? **57.31**

Answer Choices	Responses	Points	Score
▪ Yes	702	100	70200
▪ No	523	0	0
Total	1225		70200

Would you still return to this website if you could get this information or service from another source? **88.90**

Answer Choices	Responses	Points	Score
▪ Yes	1089	100	108900
▪ No	136	0	0
Total	1225		108900

Will you recommend this website to a friend or colleague? **83.18**

Answer Choices	Responses	Points	Score
▪ Yes	1019	100	101900
▪ No	206	0	0
Total	1225		101900

Please describe your experience finding your way around (navigating) DHS.gov today. **61.00**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	682	100	68200
▪ Had technical difficulties (e.g. error messages, broken links)	71	0	0
▪ Links did not take me where I expected	75	0	0
▪ Links / labels are difficult to understand, they are not intuitive	30	0	0
▪ Navigated to general area but couldn't find the specific content needed	199	0	0
▪ Too many links or navigational choices	33	0	0
▪ Would often feel lost, not know where I was	28	0	0
Total	1118		68200

How was your experience using our site search? **55.02**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	340	100	34000
▪ I was not sure what words to use in my search	63	0	0
▪ Results were not helpful	99	0	0
▪ Results were not relevant to my search terms or needs	49	0	0
▪ Results were too similar / redundant	18	0	0
▪ Returned not enough or no results	41	0	0
▪ Returned too many results	8	0	0
Total	618		34000

DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2015 - 8/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	32	2.61%
▪ Contact information	93	7.59%
▪ Contracting opportunities	17	1.39%
▪ Cybersecurity	110	8.98%
▪ Disaster assistance	48	3.92%
▪ Email, RSS feeds, or subscription services	10	0.82%
▪ Forms or publications	86	7.02%
▪ Human trafficking	24	1.96%
▪ Immigration and citizenship	97	7.92%
▪ Information about DHS (leadership, history, etc.)	91	7.43%
▪ Jobs / career information	280	22.86%
▪ Law enforcement	54	4.41%
▪ News	53	4.33%
▪ Photographs	5	0.41%
▪ Small business resources	12	0.98%
▪ Training	93	7.59%
▪ Travel	112	9.14%
▪ Videos	8	0.65%
Total	1225	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	6.37%
▪ Content wasn't easy to understand	33	5.84%
▪ Could not find what I was looking for	313	55.40%
▪ Error on page	19	3.36%
▪ Multimedia / technical problem	18	3.19%
▪ Outdated information	12	2.12%
▪ Other	134	23.72%
Total	565	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	112	9.14%
▪ Educator	90	7.35%
▪ Federal government employee	128	10.45%
▪ First responder / law enforcement official	64	5.22%
▪ Government contractor	60	4.90%
▪ International visitor	21	1.71%
▪ Job seeker	187	15.27%
▪ Media representative	3	0.24%
▪ Non-profit staff or volunteer	43	3.51%
▪ Seeking citizenship or immigration information	39	3.18%
▪ State, tribal, territorial or local government representative	36	2.94%
▪ Student	168	13.71%
▪ Traveler (domestic or international)	114	9.31%
▪ Other	160	13.06%
Total	1225	100%