



Sessions

2,451,258

% of Total: 100.00% (2,451,258)



Users

1,533,682

% of Total: 100.00% (1,533,682)



Pageviews

4,334,436

% of Total: 100.00% (4,334,436)



Unique Pageviews

3,309,322

% of Total: 100.00% (3,309,322)



Avg. Visit Duration

00:01:45

Avg for View: 00:01:45 (0.00%)



Avg. Time on Page

00:02:16

Avg for View: 00:02:16 (0.00%)



Bounce Rate

65.95%

Avg for View: 65.95% (0.00%)



Avg. Pages Per Visitor

1.77

Avg for View: 1.77 (0.00%)



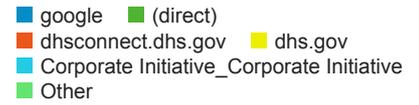
Top Pageviews

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	1,177,359	84.00%
Homeland Security	298,981	58.39%
DHS.GOV Twitter Feed Homeland Security	280,469	74.39%
Trusted Traveler Programs Homeland Security	122,550	20.46%
Check Immigration Case Status Homeland Security	99,062	34.14%
How Do I? Homeland Security	75,225	1.89%
REAL ID Enforcement in Brief Homeland Security	66,496	84.37%
Real ID Public FAQs Homeland Security	60,928	66.43%
If You See Something, Say Something™ Homeland Security	58,583	84.68%
Search Job Postings Homeland Security	48,435	31.87%

Top Unique Site Searches

Search Term	Total Unique Searches
careers	809
esta	675
case status	640
jobs	554
global entry	493
esta application online	353
i94	337
forms	334
active shooter	333
passport	305

Visits by Source



New vs. Returned Visitors





Visits to DHS.gov

2,451,258

% of Total: 100.00% (2,451,258)



Total Internal Searches

99,871

% of Total: 100.00% (99,871)



Total External Searches (Google)

676,637

% of Total: 27.60% (2,451,258)



Top Internal Searches by Search Term

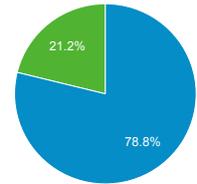
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passport	305

Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	1,431
(not set)	774
homeland security jobs	688
us passport	654
passport	649
passport application	580
cyber security	319
us passport application	316
enhanced driver's license	308
us passport application form	293

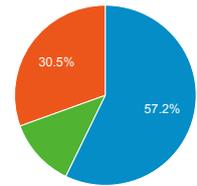
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



All Sessions
100.00%

Total Visits

2,451,258

% of Total: 100.00% (2,451,258)



Avg. Visit Duration

00:01:45

Avg for View: 00:01:45 (0.00%)



Pageviews

4,334,436

% of Total: 100.00% (4,334,436)



Unique Visitors

1,533,682

% of Total: 100.00% (1,533,682)



Avg. Pages / Visit

1.77

Avg for View: 1.77 (0.00%)



Avg. Time on Page

00:02:16

Avg for View: 00:02:16 (0.00%)



Bounce Rate

65.95%

Avg for View: 65.95% (0.00%)



Top Pages

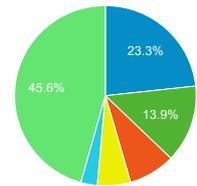
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If You See Something, Say Something™ Homeland Security	58,583	84.68%
Search Job Postings Homeland Security	48,435	31.87%

Visits by Social Network

Social Network	Sessions
Facebook	20,299
Blogger	9,062
Twitter	2,840
TripAdvisor	757
LinkedIn	646
Weebly	613
Stack Exchange	321
reddit	229
Disqus	189
TypePad	176

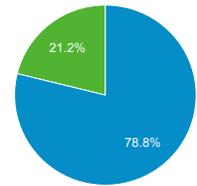
Visits by Source

google (direct) dhsconnect.dhs.gov ncnewsonline.com dhs.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



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: 9/1/2015 – 9/30/2015

Top Landing Pages and Search Queries – September 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	791,403	37.63%	297,815	84.41%	1.35
/index.shtm	225,170	77.73%	175,028	58.44%	2.56
/dhsgov-twitter-feed	194,426	34.72%	67,512	74.39%	1.45
/how-do-i/check-immigration-case-status	67,608	66.39%	44,888	34.24%	1.70
/real-id-public-faqs	49,831	88.42%	44,063	66.49%	1.53
/real-id-enforcement-brief	49,294	89.62%	44,177	84.39%	1.32
/see-something-say-something	47,160	75.23%	35,478	84.69%	1.32
/enhanced-drivers-licenses-what-are-they	33,414	89.65%	29,957	85.80%	1.28
/how-do-i/apply-us-passport	28,702	88.77%	25,480	22.16%	1.47
/trusted-traveler-programs	26,883	85.39%	22,956	18.16%	1.50
Totals and Averages	1,513,891	73.36%	787,354	61.32%	1.55

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
esta	(Not set)
case study	homeland security jobs
jobs	us passport
global entry	passport
esta application online	passport application
i94	cyber security
forms	us passport application
active shooter	enhanced drivers license
passport	us passport application form

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 9/1/2015 - 9/30/2015

Overall Customer Satisfaction Score

69.68

How would you rate your overall experience today?

64.72

Answer Choices	Responses	Points	Score
▪ Outstanding	342	100	34200
▪ Above Average	557	75	41775
▪ Average	522	50	26100
▪ Below Average	108	25	2700
▪ Poor	90	0	0
Total	1619		104775

Were you able to complete the purpose of your visit?

59.73

Answer Choices	Responses	Points	Score
▪ Yes	967	100	96700
▪ No	652	0	0
Total	1619		96700

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

86.60

Answer Choices	Responses	Points	Score
▪ Yes	1402	100	140200
▪ No	217	0	0
Total	1619		140200

Will you recommend this website to a friend or colleague?

81.41

Answer Choices	Responses	Points	Score
▪ Yes	1318	100	131800
▪ No	301	0	0
Total	1619		131800

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

62.49

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	953	100	95300
▪ Had technical difficulties (e.g. error messages, broken links)	74	0	0
▪ Links did not take me where I expected	104	0	0
▪ Links / labels are difficult to understand, they are not intuitive	42	0	0
▪ Navigated to general area but couldn't find the specific content needed	260	0	0
▪ Too many links or navigational choices	52	0	0
▪ Would often feel lost, not know where I was	40	0	0
Total	1525		95300

How was your experience using our site search?

54.76

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	414	100	41400
▪ I was not sure what words to use in my search	64	0	0
▪ Results were not helpful	121	0	0
▪ Results were not relevant to my search terms or needs	81	0	0
▪ Results were too similar / redundant	23	0	0
▪ Returned not enough or no results	38	0	0
▪ Returned too many results	15	0	0
Total	756		41400

DHS.gov Customer Satisfaction Survey

Time Period: 9/1/2015 - 9/30/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	49	3.03%
▪ Contact information	99	6.11%
▪ Contracting opportunities	33	2.04%
▪ Cybersecurity	151	9.33%
▪ Disaster assistance	29	1.79%
▪ Email, RSS feeds, or subscription services	15	0.93%
▪ Forms or publications	119	7.35%
▪ Human trafficking	30	1.85%
▪ Immigration and citizenship	139	8.59%
▪ Information about DHS (leadership, history, etc.)	140	8.65%
▪ Jobs / career information	323	19.95%
▪ Law enforcement	81	5.00%
▪ News	80	4.94%
▪ Photographs	3	0.19%
▪ Small business resources	10	0.62%
▪ Training	93	5.74%
▪ Travel	217	13.40%
▪ Videos	8	0.49%
Total	1619	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	45	6.63%
▪ Content wasn't easy to understand	49	7.22%
▪ Could not find what I was looking for	383	56.41%
▪ Error on page	24	3.53%
▪ Multimedia / technical problem	11	1.62%
▪ Outdated information	18	2.65%
▪ Other	149	21.94%
Total	679	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	162	10.01%
▪ Educator	95	5.87%
▪ Federal government employee	133	8.21%
▪ First responder / law enforcement official	94	5.81%
▪ Government contractor	68	4.20%
▪ International visitor	27	1.67%
▪ Job seeker	174	10.75%
▪ Media representative	11	0.68%
▪ Non-profit staff or volunteer	47	2.90%
▪ Seeking citizenship or immigration information	63	3.89%
▪ State, tribal, territorial or local government representative	45	2.78%
▪ Student	298	18.41%
▪ Traveler (domestic or international)	191	11.80%
▪ Other	211	13.03%
Total	1619	100%