

 All Users  
100.00% Sessions

Total Visits

**46,736,628**  
% of Total: 100.00% (46,736,628) 

Avg. Visit Duration

**00:01:28**  
Avg for View: 00:01:28 (0.00%) 

Pageviews

**87,131,773**  
% of Total: 100.00% (87,131,773) 

Unique Visitors

**24,864,381**  
% of Total: 100.00% (24,864,381) 

Avg. Pages / Visit

**1.86**  
Avg for View: 1.86 (0.00%) 

Avg. Time on Page

**00:01:42**  
Avg for View: 00:01:42 (0.00%) 

Bounce Rate

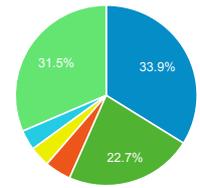
**63.83%**  
Avg for View: 63.83% (0.00%) 

Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	3,505,829	35.93%
Blue Campaign   Homeland Security	1,775,377	82.73%
Real ID Public FAQs   Homeland Security	1,317,494	52.26%
Learn What I Can Bring on the Plane   Homeland Security	805,818	69.18%
Search Job Postings   Homeland Security	738,548	19.76%
Sex Trafficking Awareness Videos   Homeland Security	735,238	78.83%
Comparison Chart   Homeland Security	711,357	51.30%
Trusted Traveler Programs   Homeland Security	695,633	30.16%
Current Status of States/Territories   Homeland Security	691,022	35.35%
Department Of Homeland Security Response To Recent Litigation   Homeland Security	661,111	93.04%

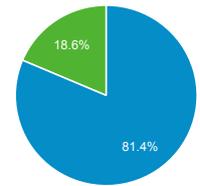
Visits by Source

■ google
 ■ (direct)
 ■ google.com
 ■ dhs.gov
 ■ bing
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	939,396
Twitter	200,045
Blogger	67,433
reddit	58,300
LinkedIn	14,390
Weebly	9,256
TripAdvisor	7,803
YouTube	4,256
Hacker News	4,148
Quora	3,033

 All Users  
100.00% Sessions

Visits to DHS.gov

**46,736,628**  
% of Total: 100.00% (46,736,628) 

Total Internal Searches

**1,385,119**  
% of Total: 100.00% (1,385,119) 

Total External Searches (Google)

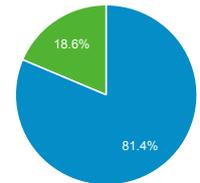
**10,335,671**  
% of Total: 22.11% (46,736,628) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	12,650	118
real id	7,566	118
esta	7,093	0
active shooter	5,911	946
case status	5,793	118
global entry	5,793	0
real id compliant states	5,557	0
daca	4,729	236
tps honduras	4,729	118
esta application	4,493	236

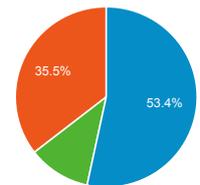
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign   Homeland Security	1,129,399
Learn What I Can Bring on the Plane   Homeland Security	629,191
Homeland Security	508,365
Homeland Security   Home	491,577
Sex Trafficking Awareness Videos   Homeland Security	445,470
Real ID Public FAQs   Homeland Security	266,005
Get a Green Card   Homeland Security	224,154
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement   Homeland Security	154,519
Immigration Data & Statistics   Homeland Security	147,899
Check Immigration Case Status   Homeland Security	127,801

# DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2017 –12/31/2017

## 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: Survey Monkey)

### Recommendations:

We continued to review and work on recommendations from DHS.gov metrics reports. The DHS.gov Web Team documented and analyzed the success of improvements through metrics in addition to emerging technologies, recommendations and actions.

### Actions Taken:

**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.

**Increase Visibility:** This past year, the DHS.gov Web Communications team identified the top 200 pages according to Google Analytics and updated the "Frequently Request Pages" section of the site to reflect customer needs.

**Improved Usage Analytics:** This past year, the DHS.gov Web Communications team installed Google Analytics tracking code to all DHS.gov homepage rotators to identify how many clicks rotators are receiving and which homepage content is attracting the most attention by site users.

### 2017 Technical Improvements:

- Removed "Latest Headlines" from bottom of Main News Page
- Reviewed mobile theme's template
- Upgraded to latest baseline of our Content Management System
- Changed Blog Aggregate Page
- Upgraded our Content Management System to latest version
- Changed the view of Blogs and Press Releases Thumbnails on the Homepage News Feed
- Changed the main Seal on the website header to make it properly accessible
- Changed the 250 pixel thumbnails to 200 pixels for the tablet view of the blog page
- Added links to blogs on our homepage
- Updated our archives view

## **DHS.gov Customer Satisfaction Survey**

Time Period: 01/01/2017 –12/31/2017

- Fixed our accessibility issues
- Added title tags to our slideshow controls for accessibility
- We've made internal updates to ensure user compatibility
- Added Google Analytics tracking to our highlights rotator
- Changed our highlights rotator content type
- Updated our baseline and modules

# DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2017 - 12/31/2017

## Overall Customer Satisfaction Score

**69.22**

### How would you rate your overall experience today?

**64.09**

Answer Choices	Responses	Points	Score
▪ Outstanding	8367	100	836700
▪ Above Average	11810	75	885750
▪ Average	11607	50	580350
▪ Below Average	2738	25	68450
▪ Poor	2477	0	0
<b>Total</b>	<b>36999</b>		<b>2371250</b>

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

**60.41**

Answer Choices	Responses	Points	Score
▪ Yes	22350	100	2235000
▪ No	14649	0	0
<b>Total</b>	<b>36999</b>		<b>2235000</b>

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

**84.96**

Answer Choices	Responses	Points	Score
▪ Yes	31434	100	3143400
▪ No	5565	0	0
<b>Total</b>	<b>36999</b>		<b>3143400</b>

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

**79.72**

Answer Choices	Responses	Points	Score
▪ Yes	29496	100	2949600
▪ No	7503	0	0
<b>Total</b>	<b>36999</b>		<b>2949600</b>

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

**63.60**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	21818	100	2181800
▪ Had technical difficulties (e.g. error messages, broken links)	1045	0	0
▪ Links did not take me where I expected	2488	0	0
▪ Links / labels are difficult to understand, they are not intuitive	1101	0	0
▪ Navigated to general area but couldn't find the specific content needed	5933	0	0
▪ Too many links or navigational choices	908	0	0
▪ Would often feel lost, not know where I was	1011	0	0
<b>Total</b>	<b>34304</b>		<b>2181800</b>

### How was your experience using our site search?

**54.29**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	9561	100	956100
▪ I was not sure what words to use in my search	1483	0	0
▪ Results were not helpful	3086	0	0
▪ Results were not relevant to my search terms or needs	1624	0	0
▪ Results were too similar / redundant	493	0	0
▪ Returned not enough or no results	1048	0	0
▪ Returned too many results	316	0	0
<b>Total</b>	<b>17611</b>		<b>956100</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2017 - 12/31/2017

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	1438	3.89%
▪ Contact information	1773	4.79%
▪ Contracting opportunities	426	1.15%
▪ Cybersecurity	2316	6.26%
▪ Disaster assistance	896	2.42%
▪ Email, RSS feeds, or subscription services	307	0.83%
▪ Forms or publications	2313	6.25%
▪ Human trafficking	1274	3.44%
▪ Immigration and citizenship	2804	7.58%
▪ Information about DHS (leadership, history, etc.)	1943	5.25%
▪ Jobs / career information	3784	10.23%
▪ Law enforcement	1284	3.47%
▪ News	1962	5.30%
▪ Photographs	86	0.23%
▪ Small business resources	322	0.87%
▪ Training	2129	5.75%
▪ Travel	11701	31.63%
▪ Videos	241	0.65%
<b>Total</b>	<b>36999</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	429	2.75%
▪ Content wasn't easy to understand	1633	10.46%
▪ Could not find what I was looking for	8830	56.54%
▪ Error on page	483	3.09%
▪ Multimedia / technical problem	291	1.86%
▪ Outdated information	513	3.29%
▪ Other	3437	22.01%
<b>Total</b>	<b>15616</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	3696	9.99%
▪ Educator	2437	6.59%
▪ Federal government employee	2133	5.77%
▪ First responder / law enforcement official	1646	4.45%
▪ Government contractor	1211	3.27%
▪ International visitor	711	1.92%
▪ Job seeker	2607	7.05%
▪ Media representative	200	0.54%
▪ Non-profit staff or volunteer	1238	3.35%
▪ Seeking citizenship or immigration information	1014	2.74%
▪ State, tribal, territorial or local government representative	720	1.95%
▪ Student	4222	11.41%
▪ Traveler (domestic or international)	8879	24.00%
▪ Other	6285	16.99%
<b>Total</b>	<b>36999</b>	<b>100%</b>