

Sessions

4,220,553

% of Total: 100.00% (4,220,553)



Users

2,134,837

% of Total: 100.00% (2,134,837)



Pageviews

6,995,329

% of Total: 100.00% (6,995,329)



Unique Pageviews

5,553,471

% of Total: 100.00% (5,553,471)



Avg. Visit Duration

00:01:16

Avg for View: 00:01:16 (0.00%)



Avg. Time on Page

00:01:56

Avg for View: 00:01:56 (0.00%)



Bounce Rate

69.48%

Avg for View: 69.48% (0.00%)



Avg. Pages Per Visitor

1.66

Avg for View: 1.66 (0.00%)



Top Pageviews

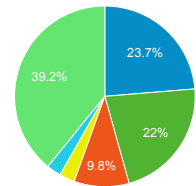
Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	3,400,057	84.85%
REAL ID Enforcement in Brief Homeland Security	362,318	58.43%
Homeland Security	300,888	2.32%
Real ID Public FAQs Homeland Security	170,951	65.97%
Current Status of States/Territories Homeland Security	169,520	83.04%
Check Immigration Case Status Homeland Security	148,388	33.90%
How Do I? Homeland Security	78,170	1.80%
REAL ID and You: Rumor Control Homeland Security	52,955	75.70%
Search Job Postings Homeland Security	49,698	31.47%
If You See Something, Say Something™ Homeland Security	46,486	83.73%

Top Unique Site Searches

Search Term	Total Unique Searches
real id	1,238
active shooter	964
careers	824
esta	565
jobs	527
passport	493
global entry	477
forms	438
passport renewal	414
renew passport	382

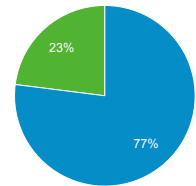
Visits by Source

(direct) google uscg.mil
 dhs.gov news.yahoo.com
 Other



New vs. Returned Visitors

New Visitor Returning Visitor



Visits to DHS.gov

4,220,553

% of Total: 100.00% (4,220,553)



Total Internal Searches

109,849

% of Total: 100.00% (109,849)



Total External Searches (Google)

750,275

% of Total: 17.78% (4,220,553)



Top Internal Searches by Search Term

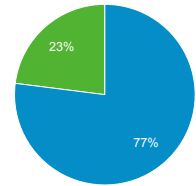
Search Term	Total Unique Searches
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Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	1,952
passport application	1,281
us passport	1,227
passport	1,213
homeland security jobs	778
(not set)	751
real id	523
real id act	507
how to apply for a passport	367
us passport application form	340

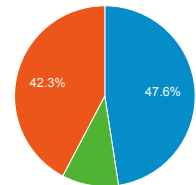
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Visits

4,220,553

% of Total: 100.00% (4,220,553)



Avg. Visit Duration

00:01:16

Avg for View: 00:01:16 (0.00%)



Pageviews

6,995,329

% of Total: 100.00% (6,995,329)



Unique Visitors

2,134,837

% of Total: 100.00% (2,134,837)



Avg. Pages / Visit

1.66

Avg for View: 1.66 (0.00%)



Avg. Time on Page

00:01:56

Avg for View: 00:01:56 (0.00%)



Bounce Rate

69.48%

Avg for View: 69.48% (0.00%)

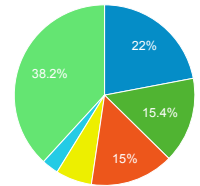


Top Pages

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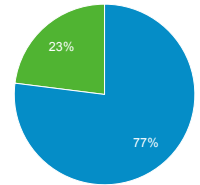
Visits by Source

- uscg.mil
- google
- (direct)
- cg.portal.uscg.mil
- ncnewsonline.com
- Other



New vs. Returned Visitors

- New Visitor
- Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	69,072
Blogger	12,634
Twitter	7,683
Disqus	1,724
reddit	1,315
LinkedIn	926
TripAdvisor	499
Weebly	469
Stack Exchange	263
TypePad	146

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: 1-1-2016 – 1-31-2016

Top Landing Pages and Search Queries – January 2016

Most Visited Pages: For the month of January, the National Terrorism Advisory System, REAL ID, and immigration 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	2,324,838	24.11%	560,588	85.08%	1.30
/real-id-enforcement-brief	266,624	92.69%	247,139	58.45%	1.77
/index.shtml	224,382	76.25%	171,086	2.35%	3.64
/real-id-public-faqs	131,008	85.42%	111,903	65.96%	1.69
/how-do-i-/check-immigration-case-status	104,454	62.99%	65,796	34.00%	1.64
/current-status-states-territories	60,922	82.91%	50,509	83.08%	1.35
/see-something-say-something	37,577	77.56%	29,146	83.83%	1.37
/how-do-i/apply-us-passport	35,775	88.87%	31,794	22.23%	1.40
/ntas	28,272	15.59%	4,409	66.77%	1.66
/news/2016/01/08/statement-secretary-jeh-c-johnson-final-phase-real-id-act-implementation	26,899	84.43%	22,710	70.79%	1.56
Totals and Averages	3,240,751	69.08%	1,295,080	57.25%	1.74

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)
real id	uscis case status
active shooter	passport application
careers	us passport
esta	passport
jobs	homeland security jobs
passport	(not set)
global entry	real id
forms	real id act
passport renewal	how to apply for a passport
renew passport	us passport application form

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2016 - 1/31/2016

Overall Customer Satisfaction Score

72.55

How would you rate your overall experience today?

66.32

Answer Choices	Responses	Points	Score
▪ Outstanding	540	100	54000
▪ Above Average	772	75	57900
▪ Average	753	50	37650
▪ Below Average	141	25	3525
▪ Poor	102	0	0
Total	2308		153075

Were you able to complete the purpose of your visit?

64.69

Answer Choices	Responses	Points	Score
▪ Yes	1493	100	149300
▪ No	815	0	0
Total	2308		149300

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

87.39

Answer Choices	Responses	Points	Score
▪ Yes	2017	100	201700
▪ No	291	0	0
Total	2308		201700

Will you recommend this website to a friend or colleague?

83.28

Answer Choices	Responses	Points	Score
▪ Yes	1922	100	192200
▪ No	386	0	0
Total	2308		192200

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

66.73

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1446	100	144600
▪ Had technical difficulties (e.g. error messages, broken links)	73	0	0
▪ Links did not take me where I expected	127	0	0
▪ Links / labels are difficult to understand, they are not intuitive	71	0	0
▪ Navigated to general area but couldn't find the specific content needed	338	0	0
▪ Too many links or navigational choices	55	0	0
▪ Would often feel lost, not know where I was	57	0	0
Total	2167		144600

How was your experience using our site search?

59.70

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	643	100	64300
▪ I was not sure what words to use in my search	98	0	0
▪ Results were not helpful	127	0	0
▪ Results were not relevant to my search terms or needs	99	0	0
▪ Results were too similar / redundant	31	0	0
▪ Returned not enough or no results	62	0	0
▪ Returned too many results	17	0	0
Total	1077		64300

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2016 - 1/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	77	3.34%
▪ Contact information	107	4.64%
▪ Contracting opportunities	30	1.30%
▪ Cybersecurity	142	6.15%
▪ Disaster assistance	50	2.17%
▪ Email, RSS feeds, or subscription services	23	1.00%
▪ Forms or publications	161	6.98%
▪ Human trafficking	78	3.38%
▪ Immigration and citizenship	141	6.11%
▪ Information about DHS (leadership, history, etc.)	155	6.72%
▪ Jobs / career information	335	14.51%
▪ Law enforcement	103	4.46%
▪ News	146	6.33%
▪ Photographs	5	0.22%
▪ Small business resources	21	0.91%
▪ Training	161	6.98%
▪ Travel	562	24.35%
▪ Videos	11	0.48%
Total	2308	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	4.16%
▪ Content wasn't easy to understand	94	10.87%
▪ Could not find what I was looking for	477	55.14%
▪ Error on page	21	2.43%
▪ Multimedia / technical problem	16	1.85%
▪ Outdated information	33	3.82%
▪ Other	188	21.73%
Total	865	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	256	11.09%
▪ Educator	130	5.63%
▪ Federal government employee	187	8.10%
▪ First responder / law enforcement official	134	5.81%
▪ Government contractor	79	3.42%
▪ International visitor	43	1.86%
▪ Job seeker	216	9.36%
▪ Media representative	16	0.69%
▪ Non-profit staff or volunteer	75	3.25%
▪ Seeking citizenship or immigration information	63	2.73%
▪ State, tribal, territorial or local government representative	58	2.51%
▪ Student	318	13.78%
▪ Traveler (domestic or international)	416	18.02%
▪ Other	317	13.73%
Total	2308	100%