

All Users
100.00% Sessions

Total Visits

4,540,928

% of Total: 100.00% (4,540,928)



Avg. Visit Duration

00:01:39

Avg for View: 00:01:39 (0.00%)



Pageviews

10,021,028

% of Total: 100.00% (10,021,028)



Unique Visitors

3,029,812

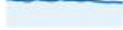
% of Total: 100.00% (3,029,812)



Avg. Pages / Visit

2.21

Avg for View: 2.21 (0.00%)



Avg. Time on Page

00:01:22

Avg for View: 00:01:22 (0.00%)



Bounce Rate

53.33%

Avg for View: 53.33% (0.00%)



Top Pages

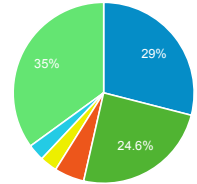
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	1,510,206	33.18%
Real ID Public FAQs Homeland Security	452,147	47.04%
State Compliance Homeland Security	260,336	55.76%
REAL ID Documentation Homeland Security	201,103	51.83%
State Extensions Homeland Security	177,556	70.97%
Comparison Chart Homeland Security	128,450	48.80%
California Homeland Security	107,211	69.48%
State Implementation Homeland Security	105,005	72.75%
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement Homeland Security	95,885	43.91%
Blue Campaign Homeland Security	93,435	83.36%

Visits by Social Network

Social Network	Sessions
Facebook	86,958
Twitter	68,667
LinkedIn	3,672
Blogger	3,103
reddit	1,755
Hacker News	942
YouTube	484
Instagram	447
Yammer	272
Vkontakte	252

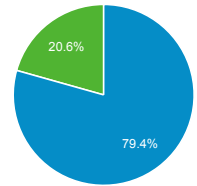
Visits by Source

google (direct) tsa.gov
dhs.gov bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users
100.00% Sessions

Visits to DHS.gov

4,540,928

% of Total: 100.00% (4,540,928)



Total Internal Searches

143,091

% of Total: 100.00% (143,091)



Total External Searches (Google)

1,108,090

% of Total: 24.40% (4,540,928)

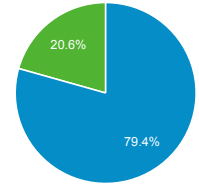


Top Internal Searches by Search Term




Search Term	Total Unique Searches	Organic Searches
real id	3,009	20
real id compliant states	2,054	31
h4 ead	1,332	10
tps el salvador	1,088	92
h1b	966	41
careers	813	0
real id extension date	732	20
check my case status	630	20
esta	610	10
daca	559	10

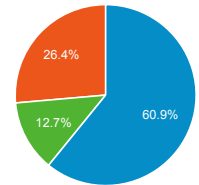
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	102,839
REAL ID Homeland Security	74,433
Blue Campaign Homeland Security	65,923
Real ID Public FAQs Homeland Security	63,290
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement Homeland Security	54,963
Learn What I Can Bring on the Plane Homeland Security	48,242
Current Status of States/Territories Homeland Security	33,246
Identify a Victim Homeland Security	19,277
Get a Green Card Homeland Security	18,412
Search Job Postings Homeland Security	14,773

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2018 –01/31/2018

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 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.

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 quarter, 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 quarter, 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.

Technical Improvements:

- We fixed our Highlights Rotator tracking code
- We fixed our News & Updates RSS feed for new DigitalGov Search

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2018- 01/31/2018

Overall Customer Satisfaction Score

67.00

How would you rate your overall experience today?

61.81

Answer Choices	Responses	Points	Score
▪ Outstanding	1238	100	123800
▪ Above Average	2111	75	158325
▪ Average	2120	50	106000
▪ Below Average	612	25	15300
▪ Poor	446	0	0
Total	6527		403425

Were you able to complete the purpose of your visit?

60.17

Answer Choices	Responses	Points	Score
▪ Yes	3927	100	392700
▪ No	2600	0	0
Total	6527		392700

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

82.14

Answer Choices	Responses	Points	Score
▪ Yes	5361	100	536100
▪ No	1166	0	0
Total	6527		536100

Will you recommend this website to a friend or colleague?

76.02

Answer Choices	Responses	Points	Score
▪ Yes	4962	100	496200
▪ No	1565	0	0
Total	6527		496200

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

61.30

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	3738	100	373800
▪ Had technical difficulties (e.g. error messages, broken links)	120	0	0
▪ Links did not take me where I expected	513	0	0
▪ Links / labels are difficult to understand, they are not intuitive	253	0	0
▪ Navigated to general area but couldn't find the specific content needed	1135	0	0
▪ Too many links or navigational choices	169	0	0
▪ Would often feel lost, not know where I was	170	0	0
Total	6098		373800

How was your experience using our site search?

52.56

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1622	100	162200
▪ I was not sure what words to use in my search	266	0	0
▪ Results were not helpful	622	0	0
▪ Results were not relevant to my search terms or needs	261	0	0
▪ Results were too similar / redundant	94	0	0
▪ Returned not enough or no results	185	0	0
▪ Returned too many results	36	0	0
Total	3086		162200

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2018- 01/31/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	216	3.31%
▪ Contact information	223	3.42%
▪ Contracting opportunities	54	0.83%
▪ Cybersecurity	201	3.08%
▪ Disaster assistance	79	1.21%
▪ Email, RSS feeds, or subscription services	40	0.61%
▪ Forms or publications	310	4.75%
▪ Human trafficking	236	3.62%
▪ Immigration and citizenship	326	4.99%
▪ Information about DHS (leadership, history, etc.)	237	3.63%
▪ Jobs / career information	362	5.55%
▪ Law enforcement	150	2.30%
▪ News	299	4.58%
▪ Photographs	19	0.29%
▪ Small business resources	30	0.46%
▪ Training	268	4.11%
▪ Travel	3442	52.73%
▪ Videos	35	0.54%
Total	6527	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	60	2.18%
▪ Content wasn't easy to understand	403	14.64%
▪ Could not find what I was looking for	1576	57.25%
▪ Error on page	56	2.03%
▪ Multimedia / technical problem	43	1.56%
▪ Outdated information	77	2.80%
▪ Other	538	19.54%
Total	2753	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	638	9.77%
▪ Educator	474	7.26%
▪ Federal government employee	250	3.83%
▪ First responder / law enforcement official	221	3.39%
▪ Government contractor	162	2.48%
▪ International visitor	74	1.13%
▪ Job seeker	251	3.85%
▪ Media representative	22	0.34%
▪ Non-profit staff or volunteer	213	3.26%
▪ Seeking citizenship or immigration information	119	1.82%
▪ State, tribal, territorial or local government representative	86	1.32%
▪ Student	423	6.48%
▪ Traveler (domestic or international)	2590	39.68%
▪ Other	1004	15.38%
Total	6527	100%