

 All Users  
100.00% Sessions

Total Visits

**3,991,579**

% of Total: 100.00% (3,991,579)



Avg. Visit Duration

**00:01:30**

Avg for View: 00:01:30 (0.00%)



Pageviews

**6,703,212**

% of Total: 100.00% (6,703,212)



Unique Visitors

**1,833,359**

% of Total: 100.00% (1,833,359)



Avg. Pages / Visit

**1.68**

Avg for View: 1.68 (0.00%)



Avg. Time on Page

**00:02:12**

Avg for View: 00:02:12 (0.00%)



Bounce Rate

**71.67%**

Avg for View: 71.67% (0.00%)



Top Pages

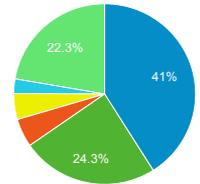
Page Title	Pageviews	Bounce Rate
REAL ID Enforcement in Brief   Homeland Security	51,124	58.13%
Search Job Postings   Homeland Security	50,310	14.64%
Joint Statement from the Department Of Homeland Security and Office of the Director of National Intelligence on Election Security   Homeland Security	45,982	94.39%
What is Suspicious Activity?   Homeland Security	42,329	85.67%
Trusted Traveler Programs   Homeland Security	38,279	21.57%
How Do I?   Homeland Security	37,584	38.26%
Check Immigration Case Status   Homeland Security	36,948	44.50%
Current Status of States/Territories   Homeland Security	36,849	82.59%
Homeland Security Careers   Homeland Security	35,678	27.07%
Real ID Public FAQs   Homeland Security	34,983	63.15%

Visits by Social Network

Social Network	Sessions
Facebook	42,209
Twitter	12,352
Blogger	7,990
LinkedIn	1,781
Weebly	862
reddit	703
LiveJournal	588
Stack Exchange	289
Hacker News	191
Techmeme	164

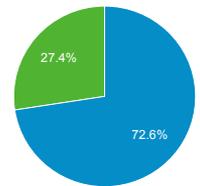
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



 All Users  
100.00% Sessions

Visits to DHS.gov

**3,991,579**

% of Total: 100.00% (3,991,579)



Total Internal Searches

**99,735**

% of Total: 100.00% (99,735)



Total External Searches (Google)

**655,554**

% of Total: 16.42% (3,991,579)



Top Internal Searches by Search Term

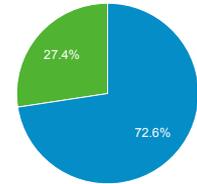
Search Term	Total Unique Searches
careers	939
jobs	515
case status	481
i94	479
forms	477
esta	445
i-94	388
esta application	386
real id	380
active shooter	324

Top External Searches (Google - as reported)

Keyword	Sessions
us passport application	826
passport	589
us passport	458
homeland security jobs	453
cyber security	298
children sex video	260
real id act	217
real id	216
uscis case status	208
stop the bleed	185

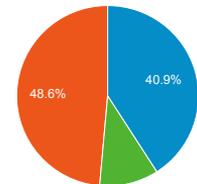
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



# DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2016 –10/31/2016

## 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:**

- In an effort to address long-standing customer concerns and issues with DHS.gov, we launched a redesigned DHS.gov at the beginning of June 2016. Some of the specific differences you'll see are:
  1. Compatibility for both desktop computers and mobile devices (phones and tablets)
  2. Cleaner, easier-to-read site format and presentation
  3. Faster and more accurate site navigation using our internal search function and external search engines (like Google and Bing)

Throughout the course of this effort, we updated more than 9,000 pages to simplify how information is presented to the user. Each page now features easy-to-read type and a clear introduction, so you can quickly determine if you are on the right page. We also built in collapsing sections so that longer pages of content can be quickly skimmed for relevant information, and fixed over 1,350 broken links and over 4,330 misspellings across the site.

The new DHS.gov is also fully accessible, reinforcing the Department's commitment to meet or exceed federal Section 508 compliance standards.

Finally, we introduced new tools like updated slideshows and image carousels, which highlight new

## DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2016 –10/31/2016

information and announcements from the Department.

- **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.

# DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2016 - 10/31/2016

## Overall Customer Satisfaction Score

**70.72**

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

**66.13**

Answer Choices	Responses	Points	Score
▪ Outstanding	429	100	42900
▪ Above Average	530	75	39750
▪ Average	512	50	25600
▪ Below Average	135	25	3375
▪ Poor	82	0	0
<b>Total</b>	<b>1688</b>		<b>111625</b>

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

**61.49**

Answer Choices	Responses	Points	Score
▪ Yes	1038	100	103800
▪ No	650	0	0
<b>Total</b>	<b>1688</b>		<b>103800</b>

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

**86.79**

Answer Choices	Responses	Points	Score
▪ Yes	1465	100	146500
▪ No	223	0	0
<b>Total</b>	<b>1688</b>		<b>146500</b>

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

**83.00**

Answer Choices	Responses	Points	Score
▪ Yes	1401	100	140100
▪ No	287	0	0
<b>Total</b>	<b>1688</b>		<b>140100</b>

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

**62.88**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	981	100	98100
▪ Had technical difficulties (e.g. error messages, broken links)	52	0	0
▪ Links did not take me where I expected	103	0	0
▪ Links / labels are difficult to understand, they are not intuitive	61	0	0
▪ Navigated to general area but couldn't find the specific content needed	266	0	0
▪ Too many links or navigational choices	45	0	0
▪ Would often feel lost, not know where I was	52	0	0
<b>Total</b>	<b>1560</b>		<b>98100</b>

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

**55.64**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	454	100	45400
▪ I was not sure what words to use in my search	80	0	0
▪ Results were not helpful	115	0	0
▪ Results were not relevant to my search terms or needs	81	0	0
▪ Results were too similar / redundant	21	0	0
▪ Returned not enough or no results	50	0	0
▪ Returned too many results	15	0	0
<b>Total</b>	<b>816</b>		<b>45400</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2016 - 10/31/2016

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	61	3.61%
▪ Contact information	83	4.92%
▪ Contracting opportunities	25	1.48%
▪ Cybersecurity	249	14.75%
▪ Disaster assistance	56	3.32%
▪ Email, RSS feeds, or subscription services	15	0.89%
▪ Forms or publications	104	6.16%
▪ Human trafficking	45	2.67%
▪ Immigration and citizenship	123	7.29%
▪ Information about DHS (leadership, history, etc.)	122	7.23%
▪ Jobs / career information	290	17.18%
▪ Law enforcement	72	4.27%
▪ News	88	5.21%
▪ Photographs	3	0.18%
▪ Small business resources	16	0.95%
▪ Training	124	7.35%
▪ Travel	197	11.67%
▪ Videos	15	0.89%
<b>Total</b>	<b>1688</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	27	3.77%
▪ Content wasn't easy to understand	59	8.23%
▪ Could not find what I was looking for	407	56.76%
▪ Error on page	20	2.79%
▪ Multimedia / technical problem	13	1.81%
▪ Outdated information	18	2.51%
▪ Other	173	24.13%
<b>Total</b>	<b>717</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	188	11.14%
▪ Educator	125	7.41%
▪ Federal government employee	134	7.94%
▪ First responder / law enforcement official	91	5.39%
▪ Government contractor	70	4.15%
▪ International visitor	42	2.49%
▪ Job seeker	156	9.24%
▪ Media representative	17	1.01%
▪ Non-profit staff or volunteer	57	3.38%
▪ Seeking citizenship or immigration information	49	2.90%
▪ State, tribal, territorial or local government representative	61	3.61%
▪ Student	309	18.31%
▪ Traveler (domestic or international)	170	10.07%
▪ Other	219	12.97%
<b>Total</b>	<b>1688</b>	<b>100%</b>