



 All Users
100.00% Sessions

Total Visits

3,553,820
% of Total: 100.00% (3,553,820) 

Avg. Visit Duration

00:01:38
Avg for View: 00:01:38 (0.00%) 


Pageviews

7,404,200
% of Total: 100.00% (7,404,200) 


Unique Visitors

2,313,017
% of Total: 100.00% (2,313,017) 


Avg. Pages / Visit

2.08
Avg for View: 2.08 (0.00%) 

Avg. Time on Page

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

Bounce Rate

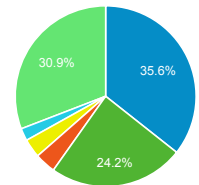
56.94%
Avg for View: 56.94% (0.00%) 

Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	682,087	38.65%
Real ID Public FAQs Homeland Security	189,929	51.25%
State Compliance Homeland Security	112,812	61.16%
Comparison Chart Homeland Security	97,921	50.85%
REAL ID Documentation Homeland Security	77,706	43.43%
Search Job Postings Homeland Security	67,039	16.15%
Trusted Traveler Programs Homeland Security	65,571	36.70%
Learn What I Can Bring on the Plane Homeland Security	62,678	63.49%
State Extensions Homeland Security	60,818	63.68%
Sex Trafficking Awareness Videos Homeland Security	59,734	79.10%

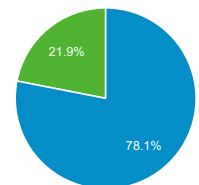
Visits by Source

■ google
 ■ (direct)
 ■ bing
 ■ dhs.gov
 ■ ttp.cbp.dhs.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor




Visits by Social Network


Social Network	Sessions
Facebook	51,947
Twitter	5,805
Blogger	3,009
reddit	1,932
LinkedIn	1,267
YouTube	620
WordPress	458
Quora	241
Vkontakte	133
Yammer	120

 All Users
100.00% Sessions


Visits to DHS.gov

3,553,820
% of Total: 100.00% (3,553,820) 

Total Internal Searches

116,551
% of Total: 100.00% (116,551) 

Total External Searches (Google)

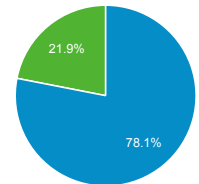
978,056
% of Total: 27.52% (3,553,820) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	1,195	17
real id compliant states	785	17
careers	734	9
esta	563	9
global entry	469	17
active shooter	444	9
check my case status	435	0
antifa	384	60
forms	375	77
immigration	367	26

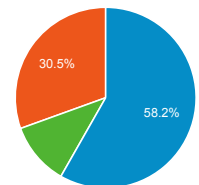
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	73,780
Learn What I Can Bring on the Plane Homeland Security	48,308
Real ID Public FAQs Homeland Security	34,424
Sex Trafficking Awareness Videos Homeland Security	33,827
REAL ID Homeland Security	24,500
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement Homeland Security	20,139
Get a Green Card Homeland Security	18,210
Online Detainee Locator System (ICE) Homeland Security	13,722
Immigration Data & Statistics Homeland Security	13,551
Search Job Postings Homeland Security	13,201

DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2017 –10/31/2017

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 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've added title tags to our slideshow controls for accessibility
- We've made internal updates to ensure user compatibility

DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2017- 10/31/2017

Overall Customer Satisfaction Score **68.14**

How would you rate your overall experience today? **62.26**

Answer Choices	Responses	Points	Score
▪ Outstanding	873	100	87300
▪ Above Average	1374	75	103050
▪ Average	1424	50	71200
▪ Below Average	348	25	8700
▪ Poor	322	0	0
Total	4341		270250

Were you able to complete the purpose of your visit? **59.55**

Answer Choices	Responses	Points	Score
▪ Yes	2585	100	258500
▪ No	1756	0	0
Total	4341		258500

Would you still return to this website if you could get this information or service from another source? **83.60**

Answer Choices	Responses	Points	Score
▪ Yes	3629	100	362900
▪ No	712	0	0
Total	4341		362900

Will you recommend this website to a friend or colleague? **78.35**

Answer Choices	Responses	Points	Score
▪ Yes	3401	100	340100
▪ No	940	0	0
Total	4341		340100

Please describe your experience finding your way around (navigating) DHS.gov today. **62.95**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2525	100	252500
▪ Had technical difficulties (e.g. error messages, broken links)	106	0	0
▪ Links did not take me where I expected	284	0	0
▪ Links / labels are difficult to understand, they are not intuitive	141	0	0
▪ Navigated to general area but couldn't find the specific content needed	721	0	0
▪ Too many links or navigational choices	110	0	0
▪ Would often feel lost, not know where I was	124	0	0
Total	4011		252500

How was your experience using our site search? **54.32**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1095	100	109500
▪ I was not sure what words to use in my search	172	0	0
▪ Results were not helpful	376	0	0
▪ Results were not relevant to my search terms or needs	174	0	0
▪ Results were too similar / redundant	48	0	0
▪ Returned not enough or no results	105	0	0
▪ Returned too many results	46	0	0
Total	2016		109500

DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2017- 10/31/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	134	3.09%
▪ Contact information	190	4.38%
▪ Contracting opportunities	53	1.22%
▪ Cybersecurity	380	8.75%
▪ Disaster assistance	113	2.60%
▪ Email, RSS feeds, or subscription services	30	0.69%
▪ Forms or publications	263	6.06%
▪ Human trafficking	87	2.00%
▪ Immigration and citizenship	252	5.81%
▪ Information about DHS (leadership, history, etc.)	203	4.68%
▪ Jobs / career information	400	9.21%
▪ Law enforcement	116	2.67%
▪ News	184	4.24%
▪ Photographs	8	0.18%
▪ Small business resources	44	1.01%
▪ Training	311	7.16%
▪ Travel	1541	35.50%
▪ Videos	32	0.74%
Total	4341	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	3.22%
▪ Content wasn't easy to understand	202	10.83%
▪ Could not find what I was looking for	1076	57.66%
▪ Error on page	44	2.36%
▪ Multimedia / technical problem	28	1.50%
▪ Outdated information	62	3.32%
▪ Other	394	21.11%
Total	1866	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	494	11.38%
▪ Educator	298	6.86%
▪ Federal government employee	221	5.09%
▪ First responder / law enforcement official	185	4.26%
▪ Government contractor	141	3.25%
▪ International visitor	76	1.75%
▪ Job seeker	272	6.27%
▪ Media representative	21	0.48%
▪ Non-profit staff or volunteer	127	2.93%
▪ Seeking citizenship or immigration information	90	2.07%
▪ State, tribal, territorial or local government representative	97	2.23%
▪ Student	472	10.87%
▪ Traveler (domestic or international)	1129	26.01%
▪ Other	718	16.54%
Total	4341	100%