

All Users  
100.00% Sessions

Total Visits

**3,380,469**

% of Total: 100.00% (3,380,469)



Avg. Visit Duration

**00:01:46**

Avg for View: 00:01:46 (0.00%)



Pageviews

**6,444,552**

% of Total: 100.00% (6,444,552)



Unique Visitors

**2,023,390**

% of Total: 100.00% (2,023,390)



Avg. Pages / Visit

**1.91**

Avg for View: 1.91 (0.00%)



Avg. Time on Page

**00:01:56**

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



Bounce Rate

**60.49%**

Avg for View: 60.49% (0.00%)



Top Pages

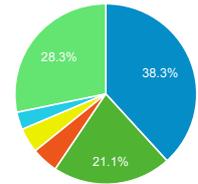
Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	315,710	40.51%
Trusted Traveler Programs   Homeland Security	184,994	46.87%
Real ID Public FAQs   Homeland Security	153,376	68.53%
Learn What I Can Bring on the Plane   Homeland Security	88,499	65.69%
Trusted Traveler Comparison Tool	87,075	59.39%
Search Job Postings   Homeland Security	59,370	25.06%
Immigration Data & Statistics   Homeland Security	44,886	37.54%
State Compliance   Homeland Security	43,057	58.90%
REAL ID Documentation   Homeland Security	37,097	53.87%
Homeland Security Careers   Homeland Security	34,504	52.41%

Visits by Social Network

Social Network	Sessions
Facebook	17,832
Twitter	10,758
Hacker News	1,702
Blogger	1,513
LinkedIn	1,418
reddit	926
YouTube	573
Quora	385
Instagram	334
Instagram Stories	276

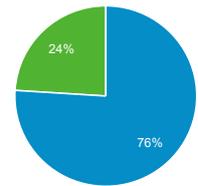
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users  
100.00% Sessions

Visits to DHS.gov

**3,380,469**

% of Total: 100.00% (3,380,469)



Total Internal Searches

**84,946**

% of Total: 100.00% (84,946)



Total External Searches (Google)

**887,751**

% of Total: 26.26% (3,380,469)

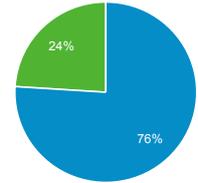


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	830	0
careers	736	0
esta	698	0
global entry	462	0
active shooter	434	0
jobs	377	0
real id map of compliant states	368	0
case status	349	0
Atiku	330	0
trusted traveler program	330	0

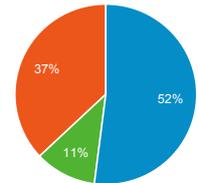
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security   Home	74,316
Learn What I Can Bring on the Plane   Homeland Security	71,157
REAL ID   Homeland Security	37,823
Real ID Public FAQs   Homeland Security	23,245
Immigration Data & Statistics   Homeland Security	18,897
Check Wait Times   Homeland Security	17,605
Sex Trafficking Awareness Videos   Homeland Security	15,418
Search Job Postings   Homeland Security	14,107
Current Status of States/Territories   Homeland Security	13,720
What Is Human Trafficking?   Homeland Security	12,400

## DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2018 – 10/31/2018

### 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:** Over the 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:** Over the 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.

#### Technical Improvements:

- We provided updates to our search engine
- We fixed our Multimedia List Page
- We updated our baseline

# DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2018 - 10/31/2018

## Overall Customer Satisfaction Score

**69.45**

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

**65.24**

Answer Choices	Responses	Points	Score
▪ Outstanding	758	100	75800
▪ Above Average	926	75	69450
▪ Average	890	50	44500
▪ Below Average	223	25	5575
▪ Poor	197	0	0
<b>Total</b>	<b>2994</b>		<b>195325</b>

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

**60.52**

Answer Choices	Responses	Points	Score
▪ Yes	1812	100	181200
▪ No	1182	0	0
<b>Total</b>	<b>2994</b>		<b>181200</b>

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

**85.50**

Answer Choices	Responses	Points	Score
▪ Yes	2560	100	256000
▪ No	434	0	0
<b>Total</b>	<b>2994</b>		<b>256000</b>

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

**79.93**

Answer Choices	Responses	Points	Score
▪ Yes	2393	100	239300
▪ No	601	0	0
<b>Total</b>	<b>2994</b>		<b>239300</b>

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

**62.87**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1746	100	174600
▪ Had technical difficulties (e.g. error messages, broken links)	94	0	0
▪ Links did not take me where I expected	188	0	0
▪ Links / labels are difficult to understand, they are not intuitive	107	0	0
▪ Navigated to general area but couldn't find the specific content needed	459	0	0
▪ Too many links or navigational choices	87	0	0
▪ Would often feel lost, not know where I was	96	0	0
<b>Total</b>	<b>2777</b>		<b>174600</b>

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

**54.62**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	804	100	80400
▪ I was not sure what words to use in my search	124	0	0
▪ Results were not helpful	246	0	0
▪ Results were not relevant to my search terms or needs	145	0	0
▪ Results were too similar / redundant	42	0	0
▪ Returned not enough or no results	91	0	0
▪ Returned too many results	20	0	0
<b>Total</b>	<b>1472</b>		<b>80400</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2018 - 10/31/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	114	3.81%
▪ Contact information	182	6.08%
▪ Contracting opportunities	38	1.27%
▪ Cybersecurity	280	9.35%
▪ Disaster assistance	76	2.54%
▪ Email, RSS feeds, or subscription services	26	0.87%
▪ Forms or publications	220	7.35%
▪ Human trafficking	87	2.91%
▪ Immigration and citizenship	221	7.38%
▪ Information about DHS (leadership, history, etc.)	178	5.95%
▪ Jobs / career information	288	9.62%
▪ Law enforcement	104	3.47%
▪ News	117	3.91%
▪ Photographs	8	0.27%
▪ Small business resources	31	1.04%
▪ Training	254	8.48%
▪ Travel	731	24.42%
▪ Videos	39	1.30%
<b>Total</b>	<b>2994</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	38	2.93%
▪ Content wasn't easy to understand	133	10.27%
▪ Could not find what I was looking for	683	52.74%
▪ Error on page	41	3.17%
▪ Multimedia / technical problem	26	2.01%
▪ Outdated information	46	3.55%
▪ Other	328	25.33%
<b>Total</b>	<b>1295</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	349	11.66%
▪ Educator	205	6.85%
▪ Federal government employee	197	6.58%
▪ First responder / law enforcement official	148	4.94%
▪ Government contractor	103	3.44%
▪ International visitor	54	1.80%
▪ Job seeker	174	5.81%
▪ Media representative	14	0.47%
▪ Non-profit staff or volunteer	113	3.77%
▪ Seeking citizenship or immigration information	60	2.00%
▪ State, tribal, territorial or local government representative	73	2.44%
▪ Student	401	13.39%
▪ Traveler (domestic or international)	613	20.47%
▪ Other	490	16.37%
<b>Total</b>	<b>2994</b>	<b>100%</b>