

All Users
100.00% Sessions

Total Visits

3,470,969

% of Total: 100.00% (3,470,969)



Avg. Visit Duration

00:01:28

Avg for View: 00:01:28 (0.00%)



Pageviews

5,930,554

% of Total: 100.00% (5,930,554)



Unique Visitors

1,739,812

% of Total: 100.00% (1,739,812)



Avg. Pages / Visit

1.71

Avg for View: 1.71 (0.00%)



Avg. Time on Page

00:02:04

Avg for View: 00:02:04 (0.00%)



Bounce Rate

70.13%

Avg for View: 70.13% (0.00%)



Top Pages

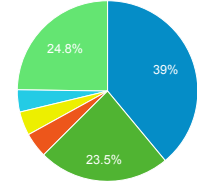
Page Title	Pageviews	Bounce Rate
Current Status of States/Territories Homeland Security	173,231	90.01%
Joint Statement from the Department Of Homeland Security and Office of the Director of National Intelligence on Election Security Homeland Security	65,712	95.32%
Search Job Postings Homeland Security	42,579	13.41%
About DHS Homeland Security	37,263	45.78%
How Do I? Homeland Security	36,680	30.42%
REAL ID Enforcement in Brief Homeland Security	36,423	57.50%
Immigration Data & Statistics Homeland Security	34,194	38.92%
Homeland Security Careers Homeland Security	33,748	27.00%
National Terrorism Advisory System Homeland Security	33,268	60.67%
Topics Homeland Security	32,976	57.51%

Visits by Social Network

Social Network	Sessions
Facebook	60,394
Twitter	29,038
Blogger	21,175
Weebly	1,208
reddit	865
LinkedIn	827
Stack Exchange	255
YouTube	103
bitly	97
Quora	80

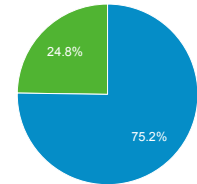
Visits by Source

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

3,470,969

% of Total: 100.00% (3,470,969)



Total Internal Searches

94,780

% of Total: 100.00% (94,780)



Total External Searches (Google)

645,613

% of Total: 18.60% (3,470,969)



Top Internal Searches by Search Term

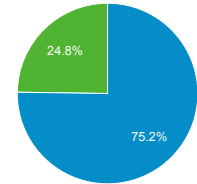
Search Term	Total Unique Searches
careers	758
esta	453
jobs	450
case status	426
forms	400
i-9 form	333
check my case status	319
passport renewal	315
Jobs	310
esta application	302

Top External Searches (Google - as reported)

Keyword	Sessions
us passport application	1,056
children sex video	765
children sex videos	620
us passport	617
child sex video	588
passport	539
homeland security jobs	487
cyber security	316
passport application	200
child sex videos	191

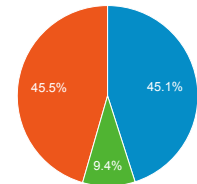
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2016 –11/30/2016

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: 11/1/2016 –11/30/2016

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: 11/1/2016 - 11/30/2016

Overall Customer Satisfaction Score

72.93

How would you rate your overall experience today?

68.12

Answer Choices	Responses	Points	Score
▪ Outstanding	423	100	42300
▪ Above Average	513	75	38475
▪ Average	435	50	21750
▪ Below Average	90	25	2250
▪ Poor	77	0	0
Total	1538		104775

Were you able to complete the purpose of your visit?

64.43

Answer Choices	Responses	Points	Score
▪ Yes	991	100	99100
▪ No	547	0	0
Total	1538		99100

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

89.34

Answer Choices	Responses	Points	Score
▪ Yes	1374	100	137400
▪ No	164	0	0
Total	1538		137400

Will you recommend this website to a friend or colleague?

84.07

Answer Choices	Responses	Points	Score
▪ Yes	1293	100	129300
▪ No	245	0	0
Total	1538		129300

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

66.67

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	940	100	94000
▪ Had technical difficulties (e.g. error messages, broken links)	46	0	0
▪ Links did not take me where I expected	98	0	0
▪ Links / labels are difficult to understand, they are not intuitive	42	0	0
▪ Navigated to general area but couldn't find the specific content needed	204	0	0
▪ Too many links or navigational choices	36	0	0
▪ Would often feel lost, not know where I was	44	0	0
Total	1410		94000

How was your experience using our site search?

54.90

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	398	100	39800
▪ I was not sure what words to use in my search	65	0	0
▪ Results were not helpful	121	0	0
▪ Results were not relevant to my search terms or needs	68	0	0
▪ Results were too similar / redundant	22	0	0
▪ Returned not enough or no results	39	0	0
▪ Returned too many results	12	0	0
Total	725		39800

DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2016 - 11/30/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	56	3.64%
▪ Contact information	80	5.20%
▪ Contracting opportunities	24	1.56%
▪ Cybersecurity	160	10.40%
▪ Disaster assistance	47	3.06%
▪ Email, RSS feeds, or subscription services	21	1.37%
▪ Forms or publications	107	6.96%
▪ Human trafficking	41	2.67%
▪ Immigration and citizenship	142	9.23%
▪ Information about DHS (leadership, history, etc.)	144	9.36%
▪ Jobs / career information	241	15.67%
▪ Law enforcement	69	4.49%
▪ News	72	4.68%
▪ Photographs	5	0.33%
▪ Small business resources	17	1.11%
▪ Training	110	7.15%
▪ Travel	177	11.51%
▪ Videos	25	1.63%
Total	1538	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	8	1.32%
▪ Content wasn't easy to understand	57	9.44%
▪ Could not find what I was looking for	350	57.95%
▪ Error on page	23	3.81%
▪ Multimedia / technical problem	13	2.15%
▪ Outdated information	16	2.65%
▪ Other	137	22.68%
Total	604	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	156	10.14%
▪ Educator	101	6.57%
▪ Federal government employee	114	7.41%
▪ First responder / law enforcement official	81	5.27%
▪ Government contractor	68	4.42%
▪ International visitor	48	3.12%
▪ Job seeker	140	9.10%
▪ Media representative	8	0.52%
▪ Non-profit staff or volunteer	54	3.51%
▪ Seeking citizenship or immigration information	49	3.19%
▪ State, tribal, territorial or local government representative	38	2.47%
▪ Student	320	20.81%
▪ Traveler (domestic or international)	161	10.47%
▪ Other	200	13.00%
Total	1538	100%