


**All Users**  
100.00% Sessions


**Total Visits**

**3,305,637**  
% of Total: 100.00% (3,305,637)




**Avg. Visit Duration**

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




**Pageviews**

**6,931,153**  
% of Total: 100.00% (6,931,153)



**Unique Visitors**

**2,158,003**  
% of Total: 100.00% (2,158,003)




**Avg. Pages / Visit**

**2.10**  
Avg for View: 2.10 (0.00%)




**Avg. Time on Page**

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



**Bounce Rate**

**56.53%**  
Avg for View: 56.53% (0.00%)



**Top Pages**

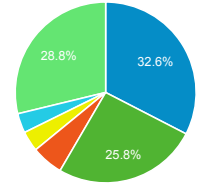
Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	667,152	37.03%
Real ID Public FAQs   Homeland Security	159,317	48.25%
State Compliance   Homeland Security	121,126	41.80%
Comparison Chart   Homeland Security	92,446	49.97%
Acting Secretary Elaine Duke Announcement on Temporary Protected Status for Nicaragua And Honduras   Homeland Security	84,124	71.35%
REAL ID Documentation   Homeland Security	74,842	42.91%
Trusted Traveler Programs   Homeland Security	59,838	37.38%
State Extensions   Homeland Security	57,847	61.11%
Learn What I Can Bring on the Plane   Homeland Security	56,978	65.19%
Search Job Postings   Homeland Security	56,917	17.55%

**Visits by Social Network**

Social Network	Sessions
Facebook	27,372
Twitter	8,655
Blogger	2,328
LinkedIn	1,366
reddit	639
YouTube	536
Quora	258
Naver	164
WordPress	124
Instagram	113

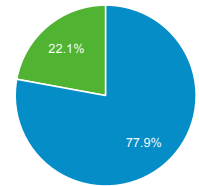
**Visits by Source**

google (direct) uscis.gov  
dhs.gov Bing Other



**New vs. Returned Visitors**

New Visitor Returning Visitor



**All Users**  
100.00% Sessions

Visits to DHS.gov

**3,305,637**

% of Total: 100.00% (3,305,637)



Total Internal Searches

**122,793**

% of Total: 100.00% (122,793)



Total External Searches (Google)

**855,942**

% of Total: 25.89% (3,305,637)

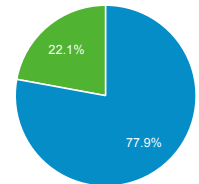


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
tps honduras	1,419	31
real id compliant statuses	1,228	15
emp drill november 2017	1,007	38
emp drill november 4 2017	870	46
real id	847	0
emp drill	786	38
check my case statuses	717	23
tps	709	8
Emp	686	0
esta	572	23

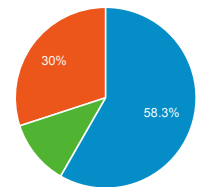
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security   Home	81,973
Learn What I Can Bring on the Plane   Homeland Security	43,706
Real ID Public FAQs   Homeland Security	28,504
REAL ID   Homeland Security	21,723
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement   Homeland Security	18,871
Sex Trafficking Awareness Videos   Homeland Security	17,185
Get a Green Card   Homeland Security	13,341
Immigration Data & Statistics   Homeland Security	12,799
Search Job Postings   Homeland Security	11,914
Homeland Security Careers   Homeland Security	10,503

## DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2017 –11/30/2017

### 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 Google Analytics tracking to our highlights rotator

# DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2017- 11/30/2017

## Overall Customer Satisfaction Score

**68.25**

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

**63.35**

Answer Choices	Responses	Points	Score
▪ Outstanding	923	100	92300
▪ Above Average	1317	75	98775
▪ Average	1288	50	64400
▪ Below Average	347	25	8675
▪ Poor	295	0	0
<b>Total</b>	<b>4170</b>		<b>264150</b>

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

**60.84**

Answer Choices	Responses	Points	Score
▪ Yes	2537	100	253700
▪ No	1633	0	0
<b>Total</b>	<b>4170</b>		<b>253700</b>

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

**82.90**

Answer Choices	Responses	Points	Score
▪ Yes	3457	100	345700
▪ No	713	0	0
<b>Total</b>	<b>4170</b>		<b>345700</b>

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

**77.70**

Answer Choices	Responses	Points	Score
▪ Yes	3240	100	324000
▪ No	930	0	0
<b>Total</b>	<b>4170</b>		<b>324000</b>

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

**62.38**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2434	100	243400
▪ Had technical difficulties (e.g. error messages, broken links)	86	0	0
▪ Links did not take me where I expected	341	0	0
▪ Links / labels are difficult to understand, they are not intuitive	152	0	0
▪ Navigated to general area but couldn't find the specific content needed	661	0	0
▪ Too many links or navigational choices	102	0	0
▪ Would often feel lost, not know where I was	126	0	0
<b>Total</b>	<b>3902</b>		<b>243400</b>

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

**54.67**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1060	100	106000
▪ I was not sure what words to use in my search	126	0	0
▪ Results were not helpful	352	0	0
▪ Results were not relevant to my search terms or needs	190	0	0
▪ Results were too similar / redundant	64	0	0
▪ Returned not enough or no results	121	0	0
▪ Returned too many results	26	0	0
<b>Total</b>	<b>1939</b>		<b>106000</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2017- 11/30/2017

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	133	3.19%
▪ Contact information	169	4.05%
▪ Contracting opportunities	36	0.86%
▪ Cybersecurity	249	5.97%
▪ Disaster assistance	104	2.49%
▪ Email, RSS feeds, or subscription services	30	0.72%
▪ Forms or publications	261	6.26%
▪ Human trafficking	101	2.42%
▪ Immigration and citizenship	210	5.04%
▪ Information about DHS (leadership, history, etc.)	193	4.63%
▪ Jobs / career information	308	7.39%
▪ Law enforcement	133	3.19%
▪ News	205	4.92%
▪ Photographs	8	0.19%
▪ Small business resources	43	1.03%
▪ Training	294	7.05%
▪ Travel	1662	39.86%
▪ Videos	31	0.74%
<b>Total</b>	<b>4170</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	40	2.31%
▪ Content wasn't easy to understand	195	11.25%
▪ Could not find what I was looking for	1026	59.17%
▪ Error on page	46	2.65%
▪ Multimedia / technical problem	22	1.27%
▪ Outdated information	53	3.06%
▪ Other	352	20.30%
<b>Total</b>	<b>1734</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	443	10.62%
▪ Educator	295	7.07%
▪ Federal government employee	179	4.29%
▪ First responder / law enforcement official	184	4.41%
▪ Government contractor	97	2.33%
▪ International visitor	64	1.53%
▪ Job seeker	211	5.06%
▪ Media representative	13	0.31%
▪ Non-profit staff or volunteer	150	3.60%
▪ Seeking citizenship or immigration information	88	2.11%
▪ State, tribal, territorial or local government representative	66	1.58%
▪ Student	463	11.10%
▪ Traveler (domestic or international)	1259	30.19%
▪ Other	658	15.78%
<b>Total</b>	<b>4170</b>	<b>100%</b>