

 All Users
100.00% Sessions

Total Visits

3,026,442

% of Total: 100.00% (3,026,442)



Avg. Visit Duration

00:01:40

Avg for View: 00:01:40 (0.00%)



Pageviews

5,678,647

% of Total: 100.00% (5,678,647)



Unique Visitors

1,896,293

% of Total: 100.00% (1,896,293)



Avg. Pages / Visit

1.88

Avg for View: 1.88 (0.00%)



Avg. Time on Page

00:01:54

Avg for View: 00:01:54 (0.00%)



Bounce Rate

61.57%

Avg for View: 61.57% (0.00%)

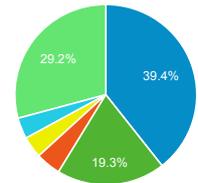


Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	224,478	44.39%
Trusted Traveler Programs Homeland Security	167,759	48.31%
Real ID Public FAQs Homeland Security	117,624	70.22%
Myth vs. Fact: Caravan Homeland Security	114,336	92.23%
Learn What I Can Bring on the Plane Homeland Security	91,669	66.08%
Trusted Traveler Comparison Tool	74,947	59.86%
Immigration Data & Statistics Homeland Security	62,955	38.09%
Check Wait Times Homeland Security	61,583	26.10%
Search Job Postings Homeland Security	50,025	25.09%
About DHS Homeland Security	33,476	43.78%

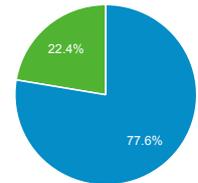
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	85,791
Twitter	16,883
LinkedIn	3,777
reddit	1,395
Blogger	1,220
YouTube	623
Instagram	500
Instagram Stories	440
Quora	369
Naver	78

All Users
100.00% Sessions

Visits to DHS.gov

3,026,442

% of Total: 100.00% (3,026,442)



Total Internal Searches

73,445

% of Total: 100.00% (73,445)



Total External Searches (Google)

851,300

% of Total: 28.13% (851,300)

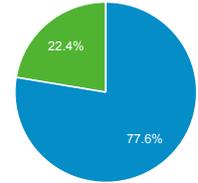


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	686	0
global entry	497	0
esta	402	0
real id	402	0
jobs available no w	371	0
esta application	339	0
active shooter	323	0
jobs	323	0
caravan	268	0
case status	268	0

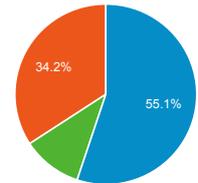
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Learn What I Can Bring on the Plane Homeland Security	73,110
Homeland Security Home	68,545
Check Wait Times Homeland Security	41,061
REAL ID Homeland Security	30,583
Immigration Data & Statistics Homeland Security	26,302
Real ID Public FAQs Homeland Security	24,007
Sex Trafficking Awareness Videos Homeland Security	15,942
What Is Human Trafficking? Homeland Security	14,696
Current Status of States/Territories Homeland Security	13,577
Search Job Postings Homeland Security	12,228

DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2018 – 11/30/2018

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 Spanish Language news items and homepage news section
- We provided updates to our Comunicados de Prensa section of DHS.gov
- We provided updates to our Comunicados de Prensa Archived section
- We fixed our Alert Boxes
- We updated our baseline

DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2018 - 11/30/2018

Overall Customer Satisfaction Score

70.15

How would you rate your overall experience today?

65.94

Answer Choices	Responses	Points	Score
▪ Outstanding	666	100	66600
▪ Above Average	845	75	63375
▪ Average	780	50	39000
▪ Below Average	175	25	4375
▪ Poor	163	0	0
Total	2629		173350

Were you able to complete the purpose of your visit?

61.58

Answer Choices	Responses	Points	Score
▪ Yes	1619	100	161900
▪ No	1010	0	0
Total	2629		161900

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

86.50

Answer Choices	Responses	Points	Score
▪ Yes	2274	100	227400
▪ No	355	0	0
Total	2629		227400

Will you recommend this website to a friend or colleague?

81.06

Answer Choices	Responses	Points	Score
▪ Yes	2131	100	213100
▪ No	498	0	0
Total	2629		213100

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

63.64

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1551	100	155100
▪ Had technical difficulties (e.g. error messages, broken links)	74	0	0
▪ Links did not take me where I expected	151	0	0
▪ Links / labels are difficult to understand, they are not intuitive	71	0	0
▪ Navigated to general area but couldn't find the specific content needed	455	0	0
▪ Too many links or navigational choices	68	0	0
▪ Would often feel lost, not know where I was	67	0	0
Total	2437		155100

How was your experience using our site search?

52.54

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	662	100	66200
▪ I was not sure what words to use in my search	120	0	0
▪ Results were not helpful	228	0	0
▪ Results were not relevant to my search terms or needs	121	0	0
▪ Results were too similar / redundant	33	0	0
▪ Returned not enough or no results	76	0	0
▪ Returned too many results	20	0	0
Total	1260		66200

DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2018 - 11/30/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	144	5.48%
▪ Contact information	157	5.97%
▪ Contracting opportunities	39	1.48%
▪ Cybersecurity	199	7.57%
▪ Disaster assistance	62	2.36%
▪ Email, RSS feeds, or subscription services	24	0.91%
▪ Forms or publications	190	7.23%
▪ Human trafficking	93	3.54%
▪ Immigration and citizenship	250	9.51%
▪ Information about DHS (leadership, history, etc.)	175	6.66%
▪ Jobs / career information	261	9.93%
▪ Law enforcement	100	3.80%
▪ News	151	5.74%
▪ Photographs	7	0.27%
▪ Small business resources	24	0.91%
▪ Training	248	9.43%
▪ Travel	474	18.03%
▪ Videos	31	1.18%
Total	2629	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	41	3.75%
▪ Content wasn't easy to understand	93	8.51%
▪ Could not find what I was looking for	617	56.45%
▪ Error on page	32	2.93%
▪ Multimedia / technical problem	11	1.01%
▪ Outdated information	34	3.11%
▪ Other	265	24.25%
Total	1093	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	224	8.52%
▪ Educator	193	7.34%
▪ Federal government employee	188	7.15%
▪ First responder / law enforcement official	139	5.29%
▪ Government contractor	109	4.15%
▪ International visitor	56	2.13%
▪ Job seeker	158	6.01%
▪ Media representative	16	0.61%
▪ Non-profit staff or volunteer	125	4.75%
▪ Seeking citizenship or immigration information	75	2.85%
▪ State, tribal, territorial or local government representative	68	2.59%
▪ Student	401	15.25%
▪ Traveler (domestic or international)	388	14.76%
▪ Other	489	18.60%
Total	2629	100%