

All Users
100.00% Sessions

Total Visits

3,228,744

% of Total: 100.00% (3,228,744)



Avg. Visit Duration

00:01:24

Avg for View: 00:01:24 (0.00%)



Pageviews

5,480,298

% of Total: 100.00% (5,480,298)



Unique Visitors

1,614,529

% of Total: 100.00% (1,614,529)



Avg. Pages / Visit

1.70

Avg for View: 1.70 (0.00%)



Avg. Time on Page

00:02:00

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



Bounce Rate

70.57%

Avg for View: 70.57% (0.00%)



Top Pages

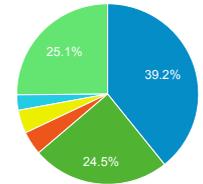
Page Title	Pageviews	Bounce Rate
Current Status of States/Territories Homeland Security	128,817	86.89%
REAL ID Enforcement in Brief Homeland Security	80,260	47.98%
Joint Statement from the Department Of Homeland Security and Office of the Director of National Intelligence on Election Security Homeland Security	77,947	93.17%
Real ID Public FAQs Homeland Security	49,738	55.20%
REAL ID and You: Rumor Control Homeland Security	40,281	71.00%
Foster Child Homeland Security	37,650	89.49%
Search Job Postings Homeland Security	37,491	17.96%
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement Homeland Security	33,536	66.34%
Learn What I Can Bring on the Plane Homeland Security	32,611	85.59%
About DHS Homeland Security	31,590	44.11%

Visits by Social Network

Social Network	Sessions
Facebook	45,336
Twitter	12,849
Blogger	7,431
reddit	6,386
LinkedIn	1,138
Weebly	792
Scribd	689
Stack Exchange	203
Disqus	201
YouTube	140

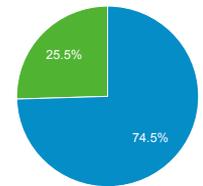
Visits by Source

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

3,228,744

% of Total: 100.00% (3,228,744)



Total Internal Searches

79,513

% of Total: 100.00% (79,513)



Total External Searches (Google)

592,228

% of Total: 18.34% (3,228,744)



Top Internal Searches by Search Term

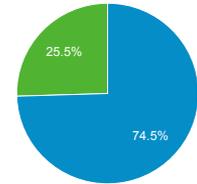
Search Term	Total Unique Searches
careers	774
esta	401
jobs	392
case status	369
i-9 form	341
check my case status	335
forms	321
real id	300
esta application	284
Jobs	282

Top External Searches (Google - as reported)

Keyword	Sessions
children sex videos	1,468
children sex video	1,353
child sex video	1,287
us passport application	1,039
us passport	642
child sex videos	549
passport	452
homeland security jobs	352
cyber security	232
real id act	210

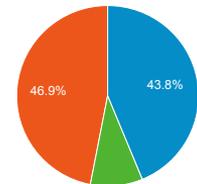
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



DHS.gov Customer Satisfaction Survey

Time Period: 12/1/2016 –12/31/2016

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: 12/1/2016–12/31/2016

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: 12/1/2016 - 12/31/2016

Overall Customer Satisfaction Score

69.37

How would you rate your overall experience today?

63.88

Answer Choices	Responses	Points	Score
▪ Outstanding	327	100	32700
▪ Above Average	437	75	32775
▪ Average	416	50	20800
▪ Below Average	116	25	2900
▪ Poor	100	0	0
Total	1396		89175

Were you able to complete the purpose of your visit?

57.52

Answer Choices	Responses	Points	Score
▪ Yes	803	100	80300
▪ No	593	0	0
Total	1396		80300

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

86.53

Answer Choices	Responses	Points	Score
▪ Yes	1208	100	120800
▪ No	188	0	0
Total	1396		120800

Will you recommend this website to a friend or colleague?

81.81

Answer Choices	Responses	Points	Score
▪ Yes	1142	100	114200
▪ No	254	0	0
Total	1396		114200

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

63.24

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	812	100	81200
▪ Had technical difficulties (e.g. error messages, broken links)	49	0	0
▪ Links did not take me where I expected	79	0	0
▪ Links / labels are difficult to understand, they are not intuitive	44	0	0
▪ Navigated to general area but couldn't find the specific content needed	222	0	0
▪ Too many links or navigational choices	38	0	0
▪ Would often feel lost, not know where I was	40	0	0
Total	1284		81200

How was your experience using our site search?

55.44

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	367	100	36700
▪ I was not sure what words to use in my search	63	0	0
▪ Results were not helpful	103	0	0
▪ Results were not relevant to my search terms or needs	64	0	0
▪ Results were too similar / redundant	18	0	0
▪ Returned not enough or no results	39	0	0
▪ Returned too many results	8	0	0
Total	662		36700

DHS.gov Customer Satisfaction Survey

Time Period: 12/1/2016 - 12/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	46	3.30%
▪ Contact information	83	5.95%
▪ Contracting opportunities	36	2.58%
▪ Cybersecurity	145	10.39%
▪ Disaster assistance	43	3.08%
▪ Email, RSS feeds, or subscription services	17	1.22%
▪ Forms or publications	98	7.02%
▪ Human trafficking	32	2.29%
▪ Immigration and citizenship	90	6.45%
▪ Information about DHS (leadership, history, etc.)	106	7.59%
▪ Jobs / career information	218	15.62%
▪ Law enforcement	70	5.01%
▪ News	79	5.66%
▪ Photographs	4	0.29%
▪ Small business resources	11	0.79%
▪ Training	94	6.73%
▪ Travel	220	15.76%
▪ Videos	4	0.29%
Total	1396	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	15	2.40%
▪ Content wasn't easy to understand	55	8.81%
▪ Could not find what I was looking for	326	52.24%
▪ Error on page	19	3.04%
▪ Multimedia / technical problem	8	1.28%
▪ Outdated information	29	4.65%
▪ Other	172	27.56%
Total	624	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	133	9.53%
▪ Educator	93	6.66%
▪ Federal government employee	100	7.16%
▪ First responder / law enforcement official	76	5.44%
▪ Government contractor	54	3.87%
▪ International visitor	32	2.29%
▪ Job seeker	131	9.38%
▪ Media representative	8	0.57%
▪ Non-profit staff or volunteer	45	3.22%
▪ Seeking citizenship or immigration information	31	2.22%
▪ State, tribal, territorial or local government representative	31	2.22%
▪ Student	239	17.12%
▪ Traveler (domestic or international)	180	12.89%
▪ Other	243	17.41%
Total	1396	100%