

 All Users
100.00% Sessions

Total Visits

2,985,754
% of Total: 100.00% (2,985,754) 

Avg. Visit Duration

00:01:38
Avg for View: 00:01:38 (0.00%) 

Pageviews

6,497,541
% of Total: 100.00% (6,497,541) 

Unique Visitors

2,041,824
% of Total: 100.00% (2,041,824) 

Avg. Pages / Visit

2.18
Avg for View: 2.18 (0.00%) 

Avg. Time on Page

00:01:23
Avg for View: 00:01:23 (0.00%) 

Bounce Rate

53.53%
Avg for View: 53.53% (0.00%) 

Top Pages

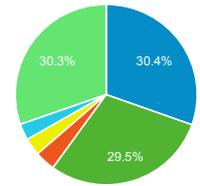
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	992,299	37.83%
Real ID Public FAQs Homeland Security	200,142	48.49%
State Compliance Homeland Security	173,008	54.20%
REAL ID Documentation Homeland Security	98,839	49.13%
State Extensions Homeland Security	93,579	59.94%
Comparison Chart Homeland Security	80,913	50.76%
California Homeland Security	67,209	69.16%
Learn What I Can Bring on the Plane Homeland Security	60,306	67.06%
State Implementation Homeland Security	57,612	78.71%
Search Job Postings Homeland Security	52,970	25.07%

Visits by Social Network

Social Network	Sessions
Facebook	30,008
reddit	10,454
Twitter	3,902
Blogger	2,307
LinkedIn	963
YouTube	390
Quora	172
WordPress	150
Yammer	147
Instagram	103

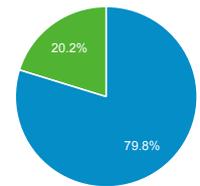
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users
100.00% Sessions

Visits to DHS.gov

2,985,754
% of Total: 100.00% (2,985,754) 

Total Internal Searches

94,749
% of Total: 100.00% (94,749) 

Total External Searches (Google)

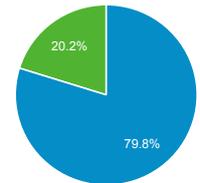
730,494
% of Total: 24.47% (2,985,754) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	1,140	19
h4 ead	974	13
real id compliant states	968	6
tps honduras	962	25
careers	599	0
check my case status	338	6
passport	331	0
tps haiti	331	0
esta	325	13
forms	312	25

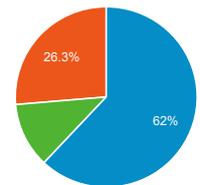
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	66,241
Learn What I Can Bring on the Plane Homeland Security	47,098
Real ID Public FAQs Homeland Security	32,955
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement Homeland Security	27,039
REAL ID Homeland Security	25,727
Sex Trafficking Awareness Videos Homeland Security	12,660
Search Job Postings Homeland Security	11,361
Get a Green Card Homeland Security	11,201
Homeland Security Careers Homeland Security	10,055
USCIS Announces a New Approach to Posting Processing Times Homeland Security	9,724

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2017 –12/31/2017

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 changed our highlights rotator content type
- We've updated our baseline and modules

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2017- 12/31/2017

Overall Customer Satisfaction Score

67.32

How would you rate your overall experience today?

62.60

Answer Choices	Responses	Points	Score
▪ Outstanding	771	100	77100
▪ Above Average	1181	75	88575
▪ Average	1212	50	60600
▪ Below Average	324	25	8100
▪ Poor	256	0	0
Total	3744		234375

Were you able to complete the purpose of your visit?

60.76

Answer Choices	Responses	Points	Score
▪ Yes	2275	100	227500
▪ No	1469	0	0
Total	3744		227500

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

82.02

Answer Choices	Responses	Points	Score
▪ Yes	3071	100	307100
▪ No	673	0	0
Total	3744		307100

Will you recommend this website to a friend or colleague?

76.23

Answer Choices	Responses	Points	Score
▪ Yes	2854	100	285400
▪ No	890	0	0
Total	3744		285400

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

60.88

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2129	100	212900
▪ Had technical difficulties (e.g. error messages, broken links)	70	0	0
▪ Links did not take me where I expected	315	0	0
▪ Links / labels are difficult to understand, they are not intuitive	134	0	0
▪ Navigated to general area but couldn't find the specific content needed	659	0	0
▪ Too many links or navigational choices	90	0	0
▪ Would often feel lost, not know where I was	100	0	0
Total	3497		212900

How was your experience using our site search?

53.57

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	923	100	92300
▪ I was not sure what words to use in my search	133	0	0
▪ Results were not helpful	331	0	0
▪ Results were not relevant to my search terms or needs	164	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	105	0	0
▪ Returned too many results	26	0	0
Total	1723		92300

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2017- 12/31/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	121	3.23%
▪ Contact information	128	3.42%
▪ Contracting opportunities	23	0.61%
▪ Cybersecurity	161	4.30%
▪ Disaster assistance	49	1.31%
▪ Email, RSS feeds, or subscription services	25	0.67%
▪ Forms or publications	200	5.34%
▪ Human trafficking	61	1.63%
▪ Immigration and citizenship	182	4.86%
▪ Information about DHS (leadership, history, etc.)	180	4.81%
▪ Jobs / career information	279	7.45%
▪ Law enforcement	103	2.75%
▪ News	172	4.59%
▪ Photographs	6	0.16%
▪ Small business resources	29	0.77%
▪ Training	166	4.43%
▪ Travel	1834	48.99%
▪ Videos	25	0.67%
Total	3744	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	34	2.19%
▪ Content wasn't easy to understand	206	13.29%
▪ Could not find what I was looking for	923	59.55%
▪ Error on page	29	1.87%
▪ Multimedia / technical problem	18	1.16%
▪ Outdated information	52	3.35%
▪ Other	288	18.58%
Total	1550	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	391	10.44%
▪ Educator	243	6.49%
▪ Federal government employee	160	4.27%
▪ First responder / law enforcement official	136	3.63%
▪ Government contractor	98	2.62%
▪ International visitor	41	1.10%
▪ Job seeker	179	4.78%
▪ Media representative	15	0.40%
▪ Non-profit staff or volunteer	100	2.67%
▪ Seeking citizenship or immigration information	61	1.63%
▪ State, tribal, territorial or local government representative	65	1.74%
▪ Student	340	9.08%
▪ Traveler (domestic or international)	1385	36.99%
▪ Other	530	14.16%
Total	3744	100%