

All Users  
100.00% Sessions

Total Visits

**2,961,072**  
% of Total: 100.00% (2,961,072)



Avg. Visit Duration

**00:01:33**  
Avg for View: 00:01:33 (0.00%)



Pageviews

**5,478,478**  
% of Total: 100.00% (5,478,478)



Unique Visitors

**1,943,055**  
% of Total: 100.00% (1,943,055)



Avg. Pages / Visit

**1.85**  
Avg for View: 1.85 (0.00%)



Avg. Time on Page

**00:01:49**  
Avg for View: 00:01:49 (0.00%)



Bounce Rate

**61.63%**  
Avg for View: 61.63% (0.00%)



Top Pages

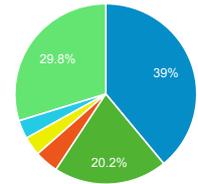
Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	226,371	43.69%
Walls Work   Homeland Security	174,250	89.37%
Trusted Traveler Programs   Homeland Security	153,854	42.73%
Real ID Public FAQs   Homeland Security	132,175	69.65%
Learn What I Can Bring on the Plane   Homeland Security	113,182	66.93%
Check Wait Times   Homeland Security	64,198	26.39%
Trusted Traveler Comparison Tool	62,965	58.46%
Search Job Postings   Homeland Security	46,054	24.02%
Immigration Data & Statistics   Homeland Security	42,821	39.11%
State Compliance   Homeland Security	31,829	64.53%

Visits by Social Network

Social Network	Sessions
Facebook	76,931
Twitter	63,130
LinkedIn	3,057
reddit	2,734
YouTube	2,063
Blogger	975
Instagram	538
Quora	300
Hacker News	116
Naver	112

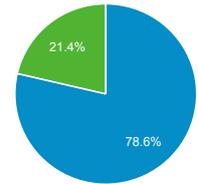
Visits by Source

google (direct) tsa.gov  
t.co bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users  
100.00% Sessions

Visits to DHS.gov

**2,961,072**  
% of Total: 100.00% (2,961,072) 

Total Internal Searches

**77,025**  
% of Total: 100.00% (77,025) 

Total External Searches (Google)

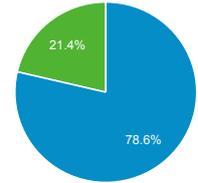
**846,521**  
% of Total: 28.59% (2,961,072) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	627	0
preparedness december 10 2018	531	0
prepping	509	0
case status	354	0
power outage	347	0
real id	347	0
esta	340	0
global entry	332	0
jobs	310	0
tsa precheck	288	0

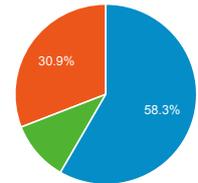
New vs. Returned Visitors

 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	91,598
Homeland Security   Home	84,010
Check Wait Times   Homeland Security	43,765
Real ID Public FAQs   Homeland Security	33,697
REAL ID   Homeland Security	32,405
Immigration Data & Statistics   Homeland Security	19,273
Walls Work   Homeland Security	14,379
Current Status of States/Territories   Homeland Security	12,925
Sex Trafficking Awareness Videos   Homeland Security	12,372
Search Job Postings   Homeland Security	12,253

## DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2018 – 12/31/2018

### 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 updated our spell check system
- We updated our baseline and modules

# DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2018 - 12/31/2018

## Overall Customer Satisfaction Score

**66.91**

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

**62.82**

Answer Choices	Responses	Points	Score
▪ Outstanding	542	100	54200
▪ Above Average	661	75	49575
▪ Average	676	50	33800
▪ Below Average	191	25	4775
▪ Poor	196	0	0
<b>Total</b>	<b>2266</b>		<b>142350</b>

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

**57.86**

Answer Choices	Responses	Points	Score
▪ Yes	1311	100	131100
▪ No	955	0	0
<b>Total</b>	<b>2266</b>		<b>131100</b>

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

**83.94**

Answer Choices	Responses	Points	Score
▪ Yes	1902	100	190200
▪ No	364	0	0
<b>Total</b>	<b>2266</b>		<b>190200</b>

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

**76.79**

Answer Choices	Responses	Points	Score
▪ Yes	1740	100	174000
▪ No	526	0	0
<b>Total</b>	<b>2266</b>		<b>174000</b>

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

**59.94**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1257	100	125700
▪ Had technical difficulties (e.g. error messages, broken links)	68	0	0
▪ Links did not take me where I expected	151	0	0
▪ Links / labels are difficult to understand, they are not intuitive	73	0	0
▪ Navigated to general area but couldn't find the specific content needed	392	0	0
▪ Too many links or navigational choices	74	0	0
▪ Would often feel lost, not know where I was	82	0	0
<b>Total</b>	<b>2097</b>		<b>125700</b>

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

**51.91**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	572	100	57200
▪ I was not sure what words to use in my search	102	0	0
▪ Results were not helpful	211	0	0
▪ Results were not relevant to my search terms or needs	110	0	0
▪ Results were too similar / redundant	22	0	0
▪ Returned not enough or no results	60	0	0
▪ Returned too many results	25	0	0
<b>Total</b>	<b>1102</b>		<b>57200</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2018 - 12/31/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	145	6.40%
▪ Contact information	130	5.74%
▪ Contracting opportunities	32	1.41%
▪ Cybersecurity	143	6.31%
▪ Disaster assistance	67	2.96%
▪ Email, RSS feeds, or subscription services	20	0.88%
▪ Forms or publications	175	7.72%
▪ Human trafficking	100	4.41%
▪ Immigration and citizenship	178	7.86%
▪ Information about DHS (leadership, history, etc.)	151	6.66%
▪ Jobs / career information	213	9.40%
▪ Law enforcement	93	4.10%
▪ News	136	6.00%
▪ Photographs	3	0.13%
▪ Small business resources	28	1.24%
▪ Training	180	7.94%
▪ Travel	445	19.64%
▪ Videos	27	1.19%
<b>Total</b>	<b>2266</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	26	2.50%
▪ Content wasn't easy to understand	102	9.83%
▪ Could not find what I was looking for	594	57.23%
▪ Error on page	27	2.60%
▪ Multimedia / technical problem	21	2.02%
▪ Outdated information	33	3.18%
▪ Other	235	22.64%
<b>Total</b>	<b>1038</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	199	8.78%
▪ Educator	157	6.93%
▪ Federal government employee	117	5.16%
▪ First responder / law enforcement official	124	5.47%
▪ Government contractor	69	3.05%
▪ International visitor	35	1.54%
▪ Job seeker	160	7.06%
▪ Media representative	14	0.62%
▪ Non-profit staff or volunteer	107	4.72%
▪ Seeking citizenship or immigration information	46	2.03%
▪ State, tribal, territorial or local government representative	42	1.85%
▪ Student	300	13.24%
▪ Traveler (domestic or international)	389	17.17%
▪ Other	507	22.37%
<b>Total</b>	<b>2266</b>	<b>100%</b>