

Total Visits

1,211,098

% of Total: 100.00% (1,211,098)



Avg. Visit Duration

00:02:06

Site Avg: 00:02:06 (0.00%)



Pageviews

2,857,425

% of Total: 100.00% (2,857,425)



Unique Visitors

979,785

% of Total: 100.00% (979,785)



Avg. Pages / Visit

2.36

Site Avg: 2.36 (0.00%)



Avg. Time on Page

00:01:32

Site Avg: 00:01:32 (0.00%)



Bounce Rate

54.70%

Site Avg: 54.70% (0.00%)

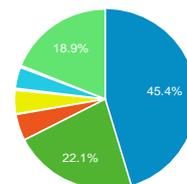


Top Pages

Page Title	Pageviews	Bounce Rate
Homeland Security	329,788	53.75%
Careers Homeland Security	75,354	12.68%
How Do I? Homeland Security	70,102	38.83%
Comparison Chart Homeland Security	63,122	53.65%
National Cyber Security Awareness Month 2014 Homeland Security	42,251	68.42%
About DHS Homeland Security	41,400	42.36%
National Terrorism Advisory System Homeland Security	38,854	63.80%
Topics Homeland Security	36,811	41.48%
Contact Us Homeland Security	36,775	22.27%
Search Job Postings Homeland Security	29,921	37.94%

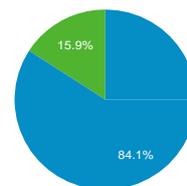
Visits by Source

google (direct) hs.gov tsa.gov bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	9,913
Twitter	4,917
LinkedIn	461
Blogger	325
TripAdvisor	139
WordPress	135
Stack Exchange	117
Hacker News	112
Google+	91
TypePad	83

Visits to DHS.gov

1,211,098

% of Total: 100.00% (1,211,098)



Total Internal Searches

84,299

% of Total: 100.00% (84,299)



Total External Searches (Google)

635,697

% of Total: 52.49% (1,211,098)



Top Internal Searches by Search Term

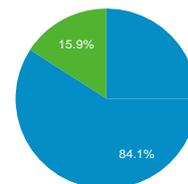
Search Term	Total Unique Searches
ebola	771
case status	326
forms	305
active shooter	299
global entry	286
immigration	285
threat level	284
jobs	265
careers	264
internships	245

Top External Searches (Google - as reported)

Keyword	Sessions
homeland security jobs	1,748
passport	679
federal protective service	580
cyber security	525
us passport	467
enhanced driver's license	373
e-verify	357
uscis case status	324
immigration statistics	266
ntas	260

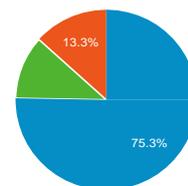
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

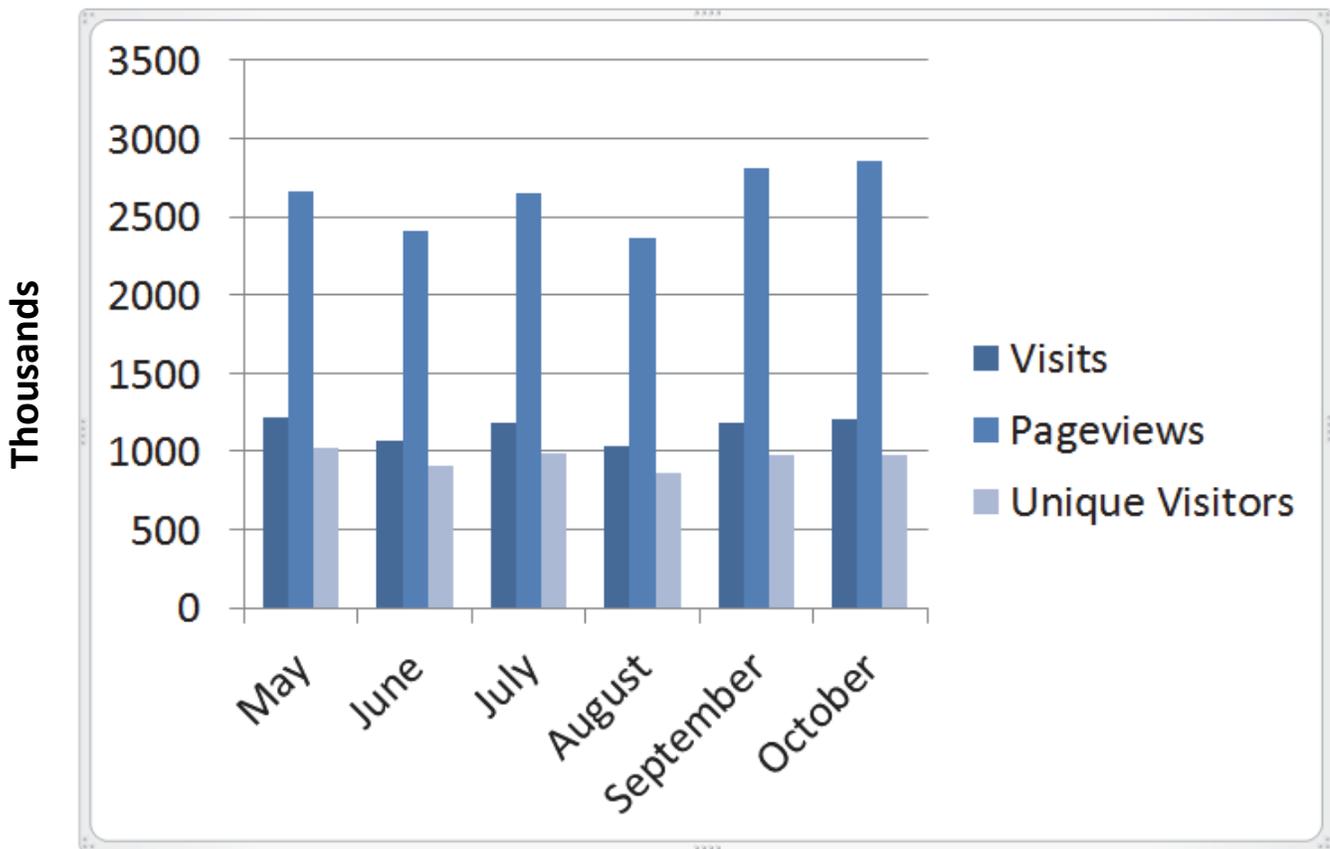


Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Six Month Overview - October 2014



	Visits	Change	Unique Visitors	Change	Pageviews	Change	Avg. Visit Duration	Change
14-Oct	1,211,098	2%	979,785	0%	2,857,425	2%	2:06	2%
14-Sep	1,182,396	14%	977,602	13%	2,809,038	19%	2:04	7%
14-Aug	1,038,112	-12%	865,550	-13%	2,367,129	-11%	1:56	3%
14-Jul	1,183,620	10%	994,008	9%	2,655,129	10%	1:53	-3%
14-Jun	1,074,226	-12%	912,012	-11%	2,412,888	-9%	1:56	-5%
14-May	1,221,982	5%	1,027,193	5%	2,660,300	1%	2:02	-6%

* Source: Google Analytics

Top Landing Pages and Search Queries - October 2014

Most Visited Pages: Overall visitors and pageviews have decreased by 12% this month with the majority of top pages remaining constant and careers-related pages and the comparison chart continuing to rank in top ten. Immigration continues to be of top interest to DHS.gov visitors as well.

Top Visited DHS.gov Pages: *

Page	Sessions	% New Sessions	Avg. Time on Page (min)	Pages/Session	Bounce Rate
/index.shtm	246298	81.70%	2.18	2.91	53.76%
/comparison-chart	48375	87.44%	1.78	1.39	53.89%
/national-cyber-security-awareness-month-2014	30009	77.11%	2.03	2.06	68.42%
/careers	28110	80.39%	3.20	4.29	12.69%
/national-terrorism-advisory-system	24133	73.70%	1.33	2.10	63.84%
/dhs-trip	19074	85.42%	1.72	2.00	64.31%
/how-do-i/check-immigration-case-status	17330	68.18%	1.63	1.84	37.40%
/immigration-statistics	17116	85.10%	2.62	3.52	38.34%
/dhs-daily-open-source-infrastructure-report	16244	28.74%	2.55	1.39	25.07%
/crossing-us-borders	14447	91.41%	1.35	1.60	59.81%
	1211098	75.27%	2.04	2.36	54.70%

Top Search Engine Queries: External and internal search queries continue to follow similar trends as in previous months with enhanced driver's license emerging as a top external query for the month of March as highlighted below in yellow.

Top External Search Queries*

(excludes "dhs" and repeating/similar queries)

- 1 Homeland security jobs
- 2 passport
- 3 Federal protective service
- 4 Cyber security
- 5 Enhanced drivers license
- 6 E-verify
- 7 Uscis case status
- 8 Immigration statistics
- 9 ntas
- 10 Redress number

Top internal Search Queries*

- 1 ebola
- 2 Active shooter
- 3 Case status
- 4 forms
- 5 Threat level
- 6 immigration
- 7 jobs
- 8 global entry
- 9 i-94
- 10 Immigration statistics

Voice of the Customers

Feedback:

- Continued requests for information for veterans who are interested in working for Homeland Security.
- Broken link reports on various publications and bad links found on third party sites linking to DHS.gov
- Requests for information about immigration, forms and other USCIS related items.
- The Majority of the open ended feedback pertains to specific content that users could not find, or specific operational components like TSA, ICE, CBP, etc. The web publishing team will make this information available to the various sections so they are aware of the feedback about their content.

Complete list available upon request

* Source: surveymonkey.com

Final Recommendations:

We continue to review and work on recommendations made in previous metrics reports over the past few months and to review and document the success of those improvements through metrics in addition to emerging recommendations and actions.

Recommendations:

- **Careers:** We continue working with OCHCO with weekly updates to create a more expansive and user-friendly career section of the web site as well as improving the links visibility on the DHS.gov home page.
- **Difficulty Finding Related pages:** Continued to implement more left navigation throughout site.

Actions Taken:

- **Increasing Visibility:** We have added a Frequently Requested Pages area to our web site, with a link in the home page rotator so that users can quickly find those pages most requested (as measured through ongoing metrics and analytics). This includes a number of links to Dept. of State and USCIS pages regarding immigration, visas and related information.
- **Broken Links:** We continue to work with components hosted on DHS.gov to do content audits in order to update content and links and remove material that is no longer relevant. For broken links that are on non-DHS sites, we have put in redirects so that the old links lead users to the same content.

DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2014 - 10/31/2014

Overall Customer Satisfaction Score

71.88

How would you rate your overall experience today?

66.52

Answer Choices	Responses	Points	Score
▪ Outstanding	425	100	42500
▪ Above Average	613	75	45975
▪ Average	538	50	26900
▪ Below Average	97	25	2425
▪ Poor	98	0	0
Total	1771		117800

Were you able to complete the purpose of your visit?

62.00

Answer Choices	Responses	Points	Score
▪ Yes	1098	100	109800
▪ No	673	0	0
Total	1771		109800

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

89.10

Answer Choices	Responses	Points	Score
▪ Yes	1578	100	157800
▪ No	193	0	0
Total	1771		157800

Will you recommend this website to a friend or colleague?

83.34

Answer Choices	Responses	Points	Score
▪ Yes	1476	100	147600
▪ No	295	0	0
Total	1771		147600

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

65.10

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1080	100	108000
▪ Had technical difficulties (e.g. error messages, broken links)	56	0	0
▪ Links did not take me where I expected	99	0	0
▪ Links / labels are difficult to understand, they are not intuitive	45	0	0
▪ Navigated to general area but couldn't find the specific content needed	266	0	0
▪ Too many links or navigational choices	58	0	0
▪ Would often feel lost, not know where I was	55	0	0
Total	1659		108000

How was your experience using our site search?

56.62

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	466	100	46600
▪ I was not sure what words to use in my search	68	0	0
▪ Results were not helpful	119	0	0
▪ Results were not relevant to my search terms or needs	70	0	0
▪ Results were too similar / redundant	28	0	0
▪ Returned not enough or no results	55	0	0
▪ Returned too many results	17	0	0
Total	823		46600

DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2014 - 10/31/2014

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	54	3.05%
▪ Contact information	124	7.00%
▪ Contracting opportunities	32	1.81%
▪ Cybersecurity	201	11.35%
▪ Disaster assistance	41	2.32%
▪ Email, RSS feeds, or subscription services	20	1.13%
▪ Forms or publications	93	5.25%
▪ Human trafficking	39	2.20%
▪ Immigration and citizenship	133	7.51%
▪ Information about DHS (leadership, history, etc.)	188	10.62%
▪ Jobs / career information	403	22.76%
▪ Law enforcement	93	5.25%
▪ News	133	7.51%
▪ Photographs	10	0.56%
▪ Small business resources	14	0.79%
▪ Training	89	5.03%
▪ Travel	92	5.19%
▪ Videos	12	0.68%
Total	1771	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	26	3.65%
▪ Content wasn't easy to understand	45	6.31%
▪ Could not find what I was looking for	398	55.82%
▪ Error on page	26	3.65%
▪ Multimedia / technical problem	13	1.82%
▪ Outdated information	19	2.66%
▪ Other	186	26.09%
Total	713	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	178	10.05%
▪ Educator	116	6.55%
▪ Federal government employee	191	10.78%
▪ First responder / law enforcement official	94	5.31%
▪ Government contractor	87	4.91%
▪ International visitor	34	1.92%
▪ Job seeker	238	13.44%
▪ Media representative	9	0.51%
▪ Non-profit staff or volunteer	52	2.94%
▪ Seeking citizenship or immigration information	40	2.26%
▪ State, tribal, territorial or local government representative	42	2.37%
▪ Student	382	21.57%
▪ Traveler (domestic or international)	87	4.91%
▪ Other	221	12.48%

Total

1771

100%