

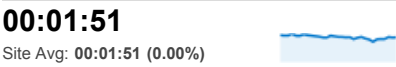
DHS.gov Web Performance Metrics

Dec 1, 2014 - Dec 31, 2014

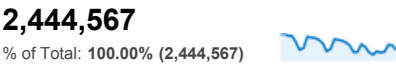
Total Visits



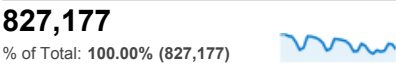
Avg. Visit Duration



Pageviews



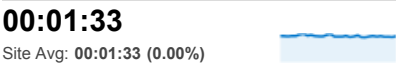
Unique Visitors



Avg. Pages / Visit



Avg. Time on Page



Bounce Rate



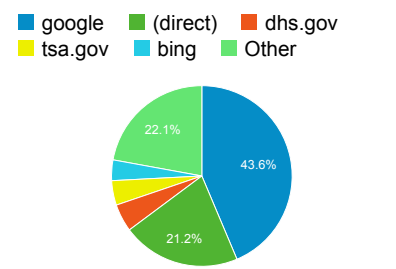
Top Pages

Page Title	Pageviews	Bounce Rate
Homeland Security	296,400	57.78%
Careers Homeland Security	66,324	15.22%
How Do I? Homeland Security	61,427	42.84%
Check Immigration Case Status Homeland Security	58,487	30.33%
Comparison Chart Homeland Security	58,177	46.20%
Immigration Action Homeland Security	44,146	43.62%
DHS TRIP Homeland Security	38,402	67.22%
Contact Us Homeland Security	34,234	25.80%
About DHS Homeland Security	33,916	46.65%
Topics Homeland Security	30,269	44.40%

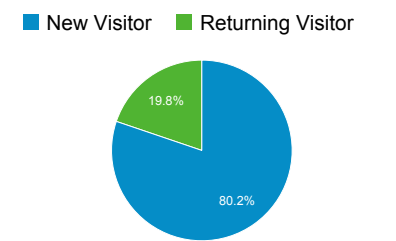
Visits by Social Network

Social Network	Sessions
Facebook	5,379
Twitter	2,873
LinkedIn	305
Blogger	279
reddit	262
TripAdvisor	184
Stack Exchange	145
TypePad	126
Google+	65
WordPress	61

Visits by Source



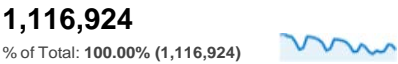
New vs. Returned Visitors



DHS.gov Search Web Performance Metrics

Dec 1, 2014 - Dec 31, 2014

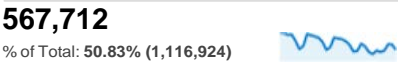
Visits to DHS.gov



Total Internal Searches



Total External Searches (Google)



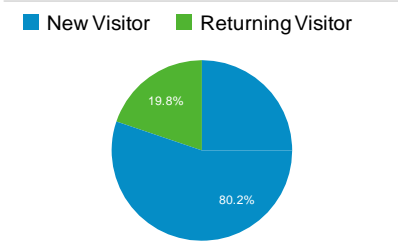
Top Internal Searches by Search Term

Search Term	Total Unique Searches
case status	425
immigration	303
careers	283
jobs	282
check my case status	276
global entry	255
esta	240
h4 ead	238
forms	229
internships	228

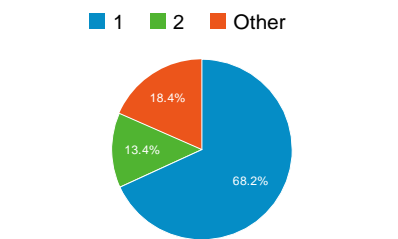
Top External Searches (Google - as reported)

Keyword	Sessions
homeland security jobs	1,359
uscis case status	1,306
us passport	818
passport	714
cyber security	637
us passport application	379
immigration statistics	345
federal protective service	337
enhanced driver's license	297
immigration status	268

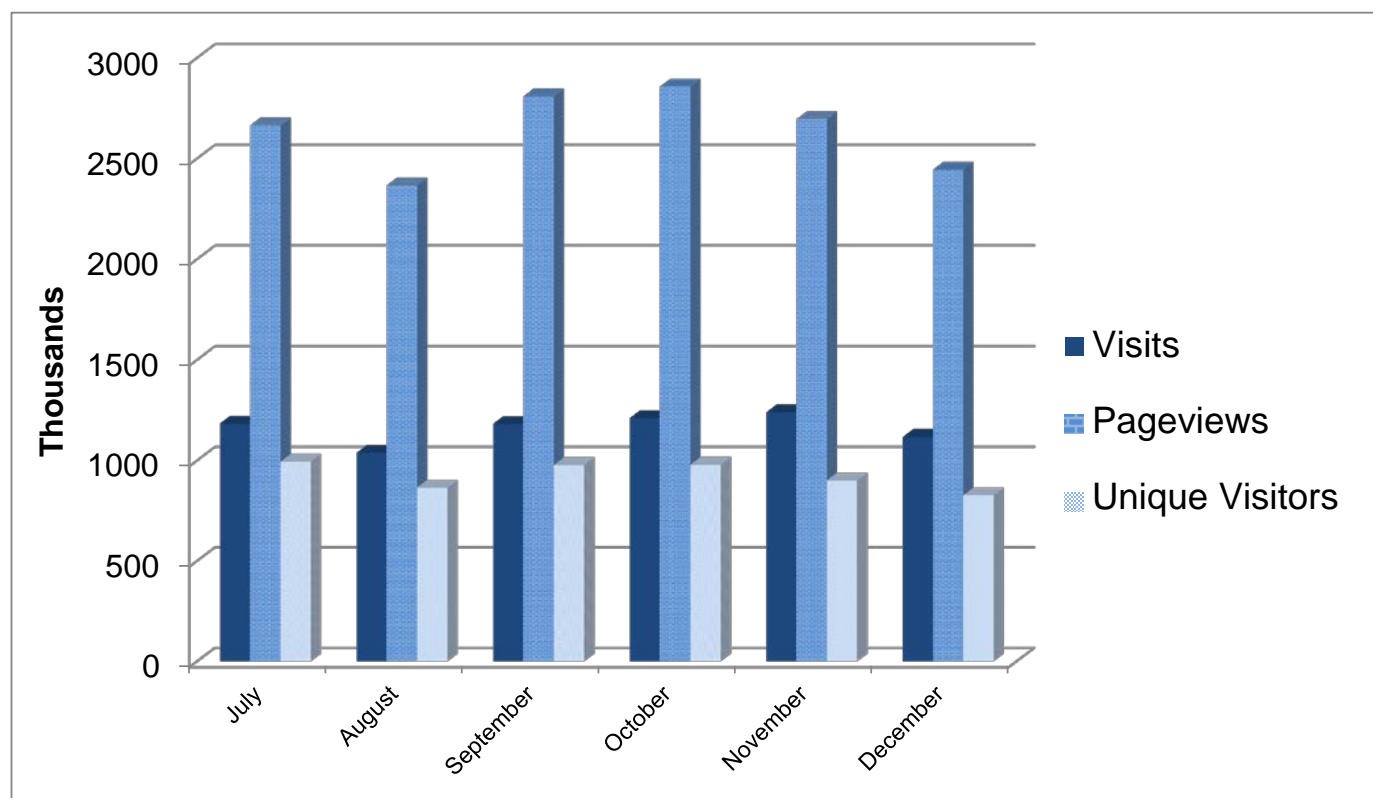
New vs. Returned Visitors



Avg. Visits per Visitor



Six Month Overview - December 2014



	Visits	Change	Unique Visitors	Change	Pageviews	Change	Avg. Visit Duration	Change
14-Dec	1,116,924	-10%	827,177	-8%	2,444,567	-9%	1:51	-8%
14-Nov	1,240,209	2%	901,178	-8%	2,696,039	-6%	2:01	-4%
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%	2,665,129	10%	1:53	-3%

* Source: Google Analytics

Top Landing Pages and Search Queries - December 2014

Most Visited Pages: Overall visitors and pageviews have decreased by 9% 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	232412	77.54%	1.40	2.56	57.82%
/comparison-chart	45425	84.14%	1.49	1.37	53.89%
/how-do-i/check-immigration-case-status	37855	65.89%	1.28	1.68	68.42%
/immigration-action	26649	44.92%	3.01	1.93	44.13%
/careers	25027	78.63%	3.00	4.13	15.22%
/dhs-trip	19363	84.06%	1.42	1.94	63.71%
/national-terrorism-advisory-system	17849	71.52%	1.08	1.97	66.78%
/crossing-us-borders	17659	88.18%	1.26	1.56	52.16%
/how-do-i/apply-us-passport	15345	90.82%	1.04	1.33	24.65%
/immigration-statistics	14709	79.87%	2.18	3.28	39.82%
	452293	74.36%	1.72	2.18	48.66%

Top Search Engine Queries: External and internal search queries continue to follow similar trends.

Top External Search Queries*

(excludes "dhs" and repeating/similar queries)

1. case status
2. immigration
3. careers
4. jobs
5. check my case status
6. global entry
7. esta
8. h4 ead
9. forms
10. internships

Top internal Search Queries*

1. case status
2. jobs
3. immigration
4. esta
5. careers
6. h4 ead
7. forms
8. daca
9. global entry
10. check my case status

*Source: Google Analytics

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: 12/1/2014 - 12/31/2014

Overall Customer Satisfaction Score

70.05

How would you rate your overall experience today?

65.68

Answer Choices	Responses	Points	Score
▪ Outstanding	304	100	30400
▪ Above Average	427	75	32025
▪ Average	460	50	23000
▪ Below Average	64	25	1600
▪ Poor	70	0	0
Total	1325		87025

Were you able to complete the purpose of your visit?

58.19

Answer Choices	Responses	Points	Score
▪ Yes	771	100	77100
▪ No	554	0	0
Total	1325		77100

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

88.68

Answer Choices	Responses	Points	Score
▪ Yes	1175	100	117500
▪ No	150	0	0
Total	1325		117500

Will you recommend this website to a friend or colleague?

83.55

Answer Choices	Responses	Points	Score
▪ Yes	1107	100	110700
▪ No	218	0	0
Total	1325		110700

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

62.77

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	779	100	77900
▪ Had technical difficulties (e.g. error messages, broken links)	42	0	0
▪ Links did not take me where I expected	93	0	0
▪ Links / labels are difficult to understand, they are not intuitive	38	0	0
▪ Navigated to general area but couldn't find the specific content needed	210	0	0
▪ Too many links or navigational choices	42	0	0
▪ Would often feel lost, not know where I was	37	0	0
Total	1241		77900

How was your experience using our site search?

50.41

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	309	100	30900
▪ I was not sure what words to use in my search	63	0	0
▪ Results were not helpful	99	0	0
▪ Results were not relevant to my search terms or needs	65	0	0
▪ Results were too similar / redundant	30	0	0
▪ Returned not enough or no results	39	0	0
▪ Returned too many results	8	0	0
Total	613		30900

DHS.gov Customer Satisfaction Survey

Time Period: 12/1/2014 - 12/31/2014

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	44	3.32%
▪ Contact information	74	5.58%
▪ Contracting opportunities	27	2.04%
▪ Cybersecurity	116	8.75%
▪ Disaster assistance	21	1.58%
▪ Email, RSS feeds, or subscription services	18	1.36%
▪ Forms or publications	66	4.98%
▪ Human trafficking	35	2.64%
▪ Immigration and citizenship	130	9.81%
▪ Information about DHS (leadership, history, etc.)	108	8.15%
▪ Jobs / career information	383	28.91%
▪ Law enforcement	62	4.68%
▪ News	57	4.30%
▪ Photographs	5	0.38%
▪ Small business resources	20	1.51%
▪ Training	65	4.91%
▪ Travel	84	6.34%
▪ Videos	10	0.75%
Total	1325	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	13	2.22%
▪ Content wasn't easy to understand	35	5.97%
▪ Could not find what I was looking for	323	55.12%
▪ Error on page	20	3.41%
▪ Multimedia / technical problem	17	2.90%
▪ Outdated information	19	3.24%
▪ Other	159	27.13%
Total	586	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	101	7.62%
▪ Educator	70	5.28%
▪ Federal government employee	106	8.00%
▪ First responder / law enforcement official	65	4.91%
▪ Government contractor	56	4.23%
▪ International visitor	24	1.81%
▪ Job seeker	240	18.11%
▪ Media representative	9	0.68%
▪ Non-profit staff or volunteer	45	3.40%
▪ Seeking citizenship or immigration information	46	3.47%
▪ State, tribal, territorial or local government representative	31	2.34%
▪ Student	288	21.74%
▪ Traveler (domestic or international)	77	5.81%
▪ Other	167	12.60%
Total	1325	100%