

All Sessions
100.00%

Sessions

1,392,381

% of Total: 100.00% (1,392,381)



Users

1,066,392

% of Total: 100.00% (1,066,392)



Pageviews

2,978,352

% of Total: 100.00% (2,978,352)



Unique Pageviews

2,345,545

% of Total: 100.00% (2,345,545)



Avg. Visit Duration

00:01:46

Avg for View: 00:01:46 (0.00%)



Avg. Time on Page

00:01:33

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



Bounce Rate

54.96%

Avg for View: 54.96% (0.00%)



Avg. Pages Per Visitor

2.14

Avg for View: 2.14 (0.00%)



Top Pageviews

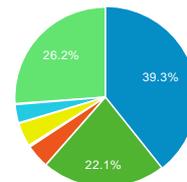
Page Title	Pageviews	Bounce Rate
Homeland Security	332,396	54.55%
Careers Homeland Security	82,350	14.03%
Comparison Chart Homeland Security	78,982	48.94%
How Do I? Homeland Security	75,436	41.52%
Indicators of Human Trafficking Homeland Security	63,207	81.57%
Check Immigration Case Status Homeland Security	62,279	29.37%
Immigration Action Homeland Security	46,251	48.75%
Contact Us Homeland Security	39,631	27.20%
Search Job Postings Homeland Security	38,562	27.63%
National Terrorism Advisory System Homeland Security	37,559	66.08%

Top Unique Site Searches

Search Term	Total Unique Searches
case status	441
jobs	381
active shooter	370
forms	353
global entry	327
internships	327
careers	321
h4 ead	312
passport	303
check my case status	295

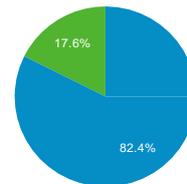
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Web Performance Metrics

Jan 1, 2015 Jan 31, 2015



Visits to DHS.gov

1,392,381

% of Total: 100.00% (1,392,381)



Total Internal Searches

88,210

% of Total: 100.00% (88,210)



Total External Searches (Google)

669,226

% of Total: 48.06% (1,392,381)



Top Internal Searches by Search Term

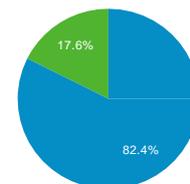
Search Term	Total Unique Searches
case status	441
jobs	381
active shooter	370
forms	353
global entry	327
internships	327
careers	321
h4 ead	312
passport	303
check my case status	295

Top External Searches (Google as reported)

Keyword	Sessions
us passport	1,902
homeland security jobs	1,745
passport	1,451
uscis case status	1,315
cyber security	618
us passport application	583
enhanced driver's license	401
federal protective service	385
us passports	277
redress number	274

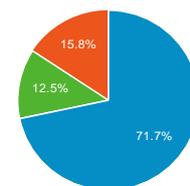
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top Landing Pages and Search Queries - January 2015

Most Visited Pages: Overall visits have increased by 25% and unique visitors have increased by 29%. Top ten landing pages remain strong with comparison chart, immigration, careers, and terrorism holding steady.

Top Visited DHS.gov Landing Pages: *

Page	Sessions	% New Sessions	Avg. Time on Session (min)	Pages/Session	Bounce Rate
/index.shtm	257,083	79.15%	1:51	2.68	54.60%
/comparison-chart	60,917	84.92%	1:47	1.39	49.36%
/blue-campaign/indicators-human-trafficking	56,102	94.76%	0:30	1.37	81.60%
/check-immigration-case-status	39,521	66.08%	1:32	1.73	29.41%
/immigration-action	32,223	72.38%	2:07	1.59	49.17%
/careers	30,809	79.07%	3:05	4.22	14.06%
/how-do-i/apply-us-passport	28,849	91.10%	1:04	1.32	22.71%
/national-terrorism-advisory-system	25,513	74.83%	1:00	1.99	66.10%
/dhs-trip	24,741	85.22%	1:34	1.89	64.96%
/enhanced-drivers-licenses-what-are-they	16,680	89.51%	0:35	1.30	85.18%

Top Search Engine Queries: External search queries continue to follow similar trends. *Internal search queries not reported due to technical issues.

Top External Search Queries*

(excludes "dhs" and repeating/similar queries)

- 1.case status
2. forms
3. jobs
4. h4 ead
5. internships
6. active shooter
- 7.global entry
8. i94
9. careers
10. us-visit

*Source: Google Analytics

Voice of the Customers

Feedback:

- I have read several good stuff here. Certainly worth bookmarking for revisiting. I surprise how much effort you put to make such a magnificent informative web site.
- I am so grateful for your blog article. Really thank you! Fantastic.
- It is a great website.

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 continue to make efforts to increase visibility by introducing new microsites and updating our frequently requested page site.
- **Broken Links:** We continue to work with components hosted on DHS.gov to conduct content audits in order to provide the most relevant content with working links and navigation that helps stakeholders find information quickly and easily.

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/15 - 1/31/15

Overall Customer Satisfaction Score

68.00

How would you rate your overall experience today?

66.46

Answer Choices	Responses	Points	Score
▪ Outstanding	431	100	43100
▪ Above Average	624	75	46800
▪ Average	616	50	30800
▪ Below Average	98	25	2450
▪ Poor	84	0	0
Total	1853		123150

Were you able to complete the purpose of your visit?

61.58

Answer Choices	Responses	Points	Score
▪ Yes	1141	100	114100
▪ No	712	0	0
Total	1853		114100

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

83.09

Answer Choices	Responses	Points	Score
▪ Yes	113	100	11300
▪ No	23	0	0
Total	136		11300

Will you recommend this website to a friend or colleague?

82.30

Answer Choices	Responses	Points	Score
▪ Yes	1525	100	152500
▪ No	328	0	0
Total	1853		152500

Please describe your experience finding your way around

65.05

(navigating) DHS.gov today.

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1130	100	113000
▪ Had technical difficulties (e.g. error messages, broken links)	67	0	0
▪ Links did not take me where I expected	114	0	0
▪ Links / labels are difficult to understand, they are not intuitive	49	0	0
▪ Navigated to general area but couldn't find the specific content needed	273	0	0
▪ Too many links or navigational choices	55	0	0
▪ Would often feel lost, not know where I was	49	0	0
Total	1737		113000

How was your experience using our site search?

57.67

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	485	100	48500
▪ I was not sure what words to use in my search	73	0	0
▪ Results were not helpful	111	0	0
▪ Results were not relevant to my search terms or needs	79	0	0
▪ Results were too similar / redundant	19	0	0
▪ Returned not enough or no results	53	0	0
▪ Returned too many results	21	0	0
Total	841		48500

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/15 - 1/31/15

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	67	3.64%
▪ Contact information	116	6.29%
▪ Contracting opportunities	40	2.17%
▪ Cybersecurity	151	8.19%
▪ Disaster assistance	28	1.52%
▪ Email, RSS feeds, or subscription services	13	0.71%
▪ Forms or publications	95	5.15%
▪ Human trafficking	87	4.72%
▪ Immigration and citizenship	144	7.81%
▪ Information about DHS (leadership, history, etc.)	155	8.41%
▪ Jobs / career information	507	27.51%
▪ Law enforcement	81	4.40%
▪ News	85	4.61%
▪ Photographs	6	0.33%
▪ Small business resources	17	0.92%
▪ Training	96	5.21%
▪ Travel	151	8.19%
▪ Videos	4	0.22%
Total	1843	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	35	4.65%
▪ Content wasn't easy to understand	42	5.58%
▪ Could not find what I was looking for	429	56.97%
▪ Error on page	28	3.72%
▪ Multimedia / technical problem	10	1.33%
▪ Outdated information	33	4.38%
▪ Other	176	23.37%
Total	753	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	173	9.34%
▪ Educator	98	5.29%
▪ Federal government employee	162	8.74%
▪ First responder / law enforcement official	107	5.77%
▪ Government contractor	90	4.86%
▪ International visitor	42	2.27%
▪ Job seeker	320	17.27%
▪ Media representative	7	0.38%
▪ Non-profit staff or volunteer	42	2.27%
▪ Seeking citizenship or immigration information	68	3.67%
▪ State, tribal, territorial or local government representative	38	2.05%
▪ Student	338	18.24%
▪ Traveler (domestic or international)	136	7.34%
▪ Other	232	12.52%
Total	1853	100%