

 All Users
100.00% Sessions


Total Visits

41,177,544
% of Total: 100.00% (41,177,544) 


Avg. Visit Duration

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


Pageviews

79,315,771
% of Total: 100.00% (79,315,771) 


Unique Visitors

23,385,896
% of Total: 100.00% (23,385,896) 


Avg. Pages / Visit

1.93
Avg for View: 1.93 (0.00%) 

Avg. Time on Page

00:01:45
Avg for View: 00:01:45 (0.00%) 

Bounce Rate

59.67%
Avg for View: 59.67% (0.00%) 

Top Pages

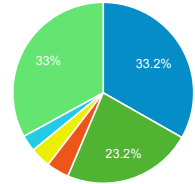
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	5,402,249	38.71%
Real ID Public FAQs Homeland Security	2,260,060	62.67%
Trusted Traveler Programs Homeland Security	1,605,562	42.79%
Learn What I Can Bring on the Plane Homeland Security	1,006,302	67.80%
State Compliance Homeland Security	840,924	52.69%
Myth vs. Fact: DHS Zero-Tolerance Policy Homeland Security	761,631	89.83%
Search Job Postings Homeland Security	726,551	23.28%
REAL ID Documentation Homeland Security	679,332	51.72%
Comparison Chart Homeland Security	659,509	48.28%
Identify a Victim Homeland Security	657,727	60.22%

Visits by Social Network

Social Network	Sessions
Facebook	862,997
Twitter	353,943
reddit	34,313
LinkedIn	27,249
Blogger	20,574
Instagram	17,849
YouTube	8,613
Quora	3,161
Hacker News	2,908
WordPress	971

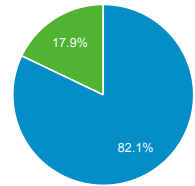
Visits by Source


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




New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor




 All Users
100.00% Sessions


Visits to DHS.gov

41,177,544
% of Total: 100.00% (41,177,544) 

Total Internal Searches

1,092,567
% of Total: 100.00% (1,092,567) 

Total External Searches (Google)

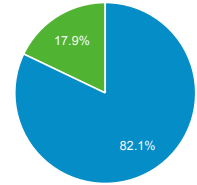
10,204,645
% of Total: 24.78% (41,177,544) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	11,359	111
careers	9,689	0
real id compliant states	7,239	223
esta	7,127	0
active shooter	6,014	0
global entry	4,900	0
renew passport	3,898	0
global entry application	3,564	111
jobs	3,564	0
active shooter training	3,452	0

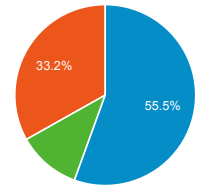
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	932,801
Learn What I Can Bring on the Plane Homeland Security	782,568
REAL ID Homeland Security	434,884
Real ID Public FAQs Homeland Security	355,703
Check Wait Times Homeland Security	247,789
Current Status of States/Territories Homeland Security	233,200
Blue Campaign Homeland Security	219,725
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement Homeland Security	174,510
Immigration Data & Statistics Homeland Security	173,285
Search Job Postings Homeland Security	159,253

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2018 –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 continued to review and work on recommendations from DHS.gov metrics reports. The DHS.gov Web Team documented and analyzed 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 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: This 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.

2018 Technical Improvements:

- Fixed our Highlights Rotator tracking code
- Fixed our News & Updates RSS feed for new DigitalGov Search
- Fixed Science and Technology, and SAFECOM blog page filters
- Added Language tags for content items to identify English/Spanish passages
- Updated our Header for both Desktop and Mobile views
- Defined our layout and visual focus on Homepage
- Updated our mobile menu active image
- Added our Podcast Series to additional pages on DHS.gov
- Fixed our Homepage fonts
- Fixed our Publications context

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2018 –12/31/2018

- Made security updates
- Updated our Security for OpenPublic module
- Updated our baseline and modules
- Made updates to our Content Management System to provide a better user experience
- Made improvements to the Search bar and function
- Updated our mobile responsive swiping on image features
- Updated our Podcast Series iTunes link
- Updated our responsive design tablet breakpoint to accommodate new search bar
- Removed old DHS features
- Added How Do I? block to our homepage
- Configured our backend modules to support our new search system
- Fixed our National Terrorism Advisory System border
- Now including Fact Sheets and Speeches on our homepage
- Provided updates to our search engine
- Fixed our Multimedia List Page
- Provided updates to our Spanish Language news items and homepage news section
- Provided updates to our Comunicados de Prensa section of DHS.gov
- Provided updates to our Comunicados de Prensa Archived section
- Fixed our Alert Boxes
- Updated our spell check system

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2018 - 12/31/2018

Overall Customer Satisfaction Score

69.01

How would you rate your overall experience today?

64.50

Answer Choices	Responses	Points	Score
▪ Outstanding	8499	100	849900
▪ Above Average	11358	75	851850
▪ Average	11066	50	553300
▪ Below Average	2745	25	68625
▪ Poor	2360	0	0
Total	36028		2323675

Were you able to complete the purpose of your visit?

60.79

Answer Choices	Responses	Points	Score
▪ Yes	21902	100	2190200
▪ No	14126	0	0
Total	36028		2190200

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

84.80

Answer Choices	Responses	Points	Score
▪ Yes	30552	100	3055200
▪ No	5476	0	0
Total	36028		3055200

Will you recommend this website to a friend or colleague?

79.38

Answer Choices	Responses	Points	Score
▪ Yes	28599	100	2859900
▪ No	7429	0	0
Total	36028		2859900

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

62.41

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	20920	100	2092000
▪ Had technical difficulties (e.g. error messages, broken links)	1070	0	0
▪ Links did not take me where I expected	2479	0	0
▪ Links / labels are difficult to understand, they are not intuitive	1167	0	0
▪ Navigated to general area but couldn't find the specific content needed	5892	0	0
▪ Too many links or navigational choices	941	0	0
▪ Would often feel lost, not know where I was	1050	0	0
Total	33519		2092000

How was your experience using our site search?

54.09

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	9517	100	951700
▪ I was not sure what words to use in my search	1476	0	0
▪ Results were not helpful	3169	0	0
▪ Results were not relevant to my search terms or needs	1585	0	0
▪ Results were too similar / redundant	509	0	0
▪ Returned not enough or no results	1035	0	0
▪ Returned too many results	304	0	0
Total	17595		951700

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2018 - 12/31/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	1325	3.68%
▪ Contact information	1846	5.12%
▪ Contracting opportunities	395	1.10%
▪ Cybersecurity	2150	5.97%
▪ Disaster assistance	858	2.38%
▪ Email, RSS feeds, or subscription services	281	0.78%
▪ Forms or publications	2410	6.69%
▪ Human trafficking	1457	4.04%
▪ Immigration and citizenship	2268	6.30%
▪ Information about DHS (leadership, history, etc.)	1913	5.31%
▪ Jobs / career information	3368	9.35%
▪ Law enforcement	1269	3.52%
▪ News	1445	4.01%
▪ Photographs	88	0.24%
▪ Small business resources	328	0.91%
▪ Training	2952	8.19%
▪ Travel	11209	31.11%
▪ Videos	466	1.29%
Total	36028	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	493	3.24%
▪ Content wasn't easy to understand	1625	10.69%
▪ Could not find what I was looking for	8548	56.23%
▪ Error on page	410	2.70%
▪ Multimedia / technical problem	281	1.85%
▪ Outdated information	515	3.39%
▪ Other	3330	21.91%
Total	15202	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	3572	9.91%
▪ Educator	2605	7.23%
▪ Federal government employee	2065	5.73%
▪ First responder / law enforcement official	1822	5.06%
▪ Government contractor	1109	3.08%
▪ International visitor	579	1.61%
▪ Job seeker	2183	6.06%
▪ Media representative	176	0.49%
▪ Non-profit staff or volunteer	1355	3.76%
▪ Seeking citizenship or immigration information	763	2.12%
▪ State, tribal, territorial or local government representative	774	2.15%
▪ Student	4006	11.12%
▪ Traveler (domestic or international)	8959	24.87%
▪ Other	6060	16.82%
Total	36028	100%