

DHS.gov Web Performance Metrics

Jan 1, 2019 - Jan 31, 2019

All Users
100.00% Sessions

Total Visits

3,705,105

% of Total: 100.00% (3,705,105)



Avg. Visit Duration

00:01:36

Avg for View: 00:01:36 (0.00%)



Pageviews

6,906,243

% of Total: 100.00% (6,906,243)



Unique Visitors

2,392,378

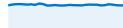
% of Total: 100.00% (2,392,378)



Avg. Pages / Visit

1.86

Avg for View: 1.86 (0.00%)



Avg. Time on Page

00:01:51

Avg for View: 00:01:51 (0.00%)



Bounce Rate

58.95%

Avg for View: 58.95% (0.00%)

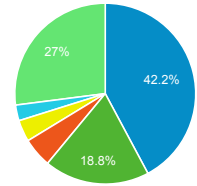


Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	319,296	43.38%
Check Wait Times Homeland Security	234,247	23.58%
Trusted Traveler Programs Homeland Security	216,917	41.00%
Real ID Public FAQs Homeland Security	198,333	68.66%
Immigration Data & Statistics Homeland Security	93,367	35.77%
Learn What I Can Bring on the Plane Homeland Security	89,744	65.11%
Trusted Traveler Comparison Tool	84,121	58.88%
Search Job Postings Homeland Security	55,876	25.55%
What is Suspicious Activity? Homeland Security	51,145	87.93%
California Homeland Security	46,503	62.47%

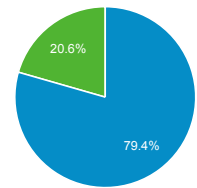
Visits by Source

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



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	51,082
Twitter	28,834
LinkedIn	1,291
YouTube	1,250
Blogger	1,136
reddit	1,109
Instagram	858
Quora	257
TypePad	161
Weebly	140

DHS.gov Search Performance Metrics

Jan 1, 2019 - Jan 31, 2019

All Users
100.00% Sessions

Visits to DHS.gov

3,705,105

% of Total: 100.00% (3,705,105)



Total Internal Searches

87,233

% of Total: 100.00% (87,233)



Total External Searches (Google)

1,151,399

% of Total: 31.08% (1,151,399)

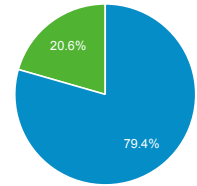


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	811	0
real id	649	0
illegal immigration statistics	622	0
esta	595	0
global entry	469	0
case status	397	0
jobs	379	0
Jobs	360	0
active shooter	342	9
esta status	333	0

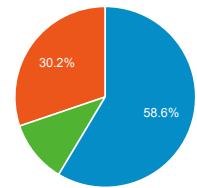
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Check Wait Times Homeland Security	154,218
Homeland Security Home	99,595
Learn What I Can Bring on the Plane Homeland Security	70,305
Real ID Public FAQs Homeland Security	54,867
REAL ID Homeland Security	49,414
Immigration Data & Statistics Homeland Security	39,014
Search Job Postings Homeland Security	14,312
What Is Human Trafficking? Homeland Security	14,303
Sex Trafficking Awareness Videos Homeland Security	14,077
Walls Work Homeland Security	13,410

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2019- 01/31/2019

Overall Customer Satisfaction Score

69.60

How would you rate your overall experience today?

65.07

Answer Choices	Responses	Points	Score
▪ Outstanding	750	100	75000
▪ Above Average	926	75	69450
▪ Average	920	50	46000
▪ Below Average	214	25	5350
▪ Poor	199	0	0
Total	3009		195800

Were you able to complete the purpose of your visit?

59.62

Answer Choices	Responses	Points	Score
▪ Yes	1794	100	179400
▪ No	1215	0	0
Total	3009		179400

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

85.71

Answer Choices	Responses	Points	Score
▪ Yes	2579	100	257900
▪ No	430	0	0
Total	3009		257900

Will you recommend this website to a friend or colleague?

80.13

Answer Choices	Responses	Points	Score
▪ Yes	2411	100	241100
▪ No	598	0	0
Total	3009		241100

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

63.61

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1764	100	176400
▪ Had technical difficulties (e.g. error messages, broken links)	103	0	0
▪ Links did not take me where I expected	191	0	0
▪ Links / labels are difficult to understand, they are not intuitive	93	0	0
▪ Navigated to general area but couldn't find the specific content needed	466	0	0
▪ Too many links or navigational choices	76	0	0
▪ Would often feel lost, not know where I was	80	0	0
Total	2773		176400

How was your experience using our site search?

56.29

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	841	100	84100
▪ I was not sure what words to use in my search	132	0	0
▪ Results were not helpful	247	0	0
▪ Results were not relevant to my search terms or needs	118	0	0
▪ Results were too similar / redundant	43	0	0
▪ Returned not enough or no results	83	0	0
▪ Returned too many results	30	0	0
Total	1494		84100

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2019- 01/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	311	10.34%
▪ Contact information	134	4.45%
▪ Contracting opportunities	30	1.00%
▪ Cybersecurity	191	6.35%
▪ Disaster assistance	72	2.39%
▪ Email, RSS feeds, or subscription services	20	0.66%
▪ Forms or publications	193	6.41%
▪ Human trafficking	168	5.58%
▪ Immigration and citizenship	305	10.14%
▪ Information about DHS (leadership, history, etc.)	182	6.05%
▪ Jobs / career information	254	8.44%
▪ Law enforcement	86	2.86%
▪ News	135	4.49%
▪ Photographs	8	0.27%
▪ Small business resources	29	0.96%
▪ Training	205	6.81%
▪ Travel	658	21.87%
▪ Videos	28	0.93%
Total	3009	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	46	3.49%
▪ Content wasn't easy to understand	112	8.49%
▪ Could not find what I was looking for	745	56.48%
▪ Error on page	35	2.65%
▪ Multimedia / technical problem	20	1.52%
▪ Outdated information	65	4.93%
▪ Other	296	22.44%
Total	1319	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	274	9.11%
▪ Educator	234	7.78%
▪ Federal government employee	139	4.62%
▪ First responder / law enforcement official	141	4.69%
▪ Government contractor	97	3.22%
▪ International visitor	44	1.46%
▪ Job seeker	170	5.65%
▪ Media representative	20	0.66%
▪ Non-profit staff or volunteer	123	4.09%
▪ Seeking citizenship or immigration information	76	2.53%
▪ State, tribal, territorial or local government representative	57	1.89%
▪ Student	424	14.09%
▪ Traveler (domestic or international)	536	17.81%
▪ Other	674	22.40%
Total	3009	100%