

DHS.gov Web Performance Metrics

Jan 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions

Total Visits

51,817,383

% of Total: 100.00% (51,817,383)



Avg. Visit Duration

00:01:19

Avg for View: 00:01:19 (0.00%)



Pageviews

98,608,992

% of Total: 100.00% (98,608,992)



Unique Visitors

34,836,270

% of Total: 100.00% (34,836,270)



Avg. Pages / Visit

1.90

Avg for View: 1.90 (0.00%)



Avg. Time on Page

00:01:27

Avg for View: 00:01:27 (0.00%)



Bounce Rate

51.01%

Avg for View: 51.01% (0.00%)

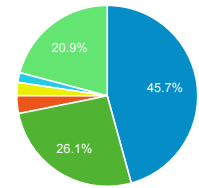


Top Pages

Page Title	Pageviews	Bounce Rate
What is Suspicious Activity? Homeland Security	3,498,294	86.81%
REAL ID Homeland Security	3,282,739	45.73%
Indicators of Human Trafficking Homeland Security	2,070,326	91.34%
Real ID Public FAQs Homeland Security	1,801,993	77.80%
Learn What I Can Bring on the Plane Homeland Security	1,258,325	66.44%
Trusted Traveler Programs Homeland Security	989,319	44.11%
What Is Human Trafficking? Homeland Security	818,059	86.39%
Check Wait Times Homeland Security	630,374	30.03%
Search Job Postings Homeland Security	581,097	25.08%
Redirection page Homeland Security	573,019	48.97%

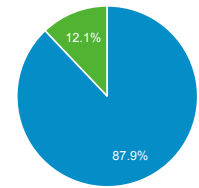
Visits by Source

■ (direct)
 ■ google
 ■ facebook.com
 ■ bing
 ■ dhs.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	428,499
Twitter	94,362
LinkedIn	18,718
Blogger	11,373
YouTube	8,178
reddit	5,779
Instagram	5,259
Quora	4,404
TypePad	1,442
Instagram Stories	1,061


DHS.gov Search Performance Metrics

Jan 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions


Visits to DHS.gov

51,817,383
% of Total: 100.00% (51,817,383)




Total Internal Searches

919,421
% of Total: 100.00% (919,421)



Total External Searches (Google)

11,170,800
% of Total: 21.56% (51,817,383)

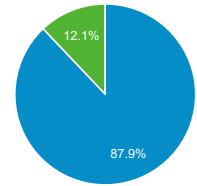


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	9,290	0
careers	8,482	0
real id	6,597	0
active shooter	5,924	0
esta	4,847	0
global entry application	4,443	0
global entry application status	3,904	0
case status	3,770	0
jobs	3,501	0
renew global entry	3,097	0

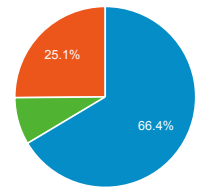
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Learn What I Can Bring on the Plane Homeland Security	1,015,842
Homeland Security Home	825,330
Real ID Public FAQs Homeland Security	506,373
REAL ID Homeland Security	474,868
Indicators of Human Trafficking Homeland Security	459,788
Check Wait Times Homeland Security	396,374
Immigration Data & Statistics Homeland Security	232,654
What Is Human Trafficking? Homeland Security	224,845
Search Job Postings Homeland Security	153,487
Sex Trafficking Awareness Videos Homeland Security	123,194

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2019- 12/31/2019

Overall Customer Satisfaction Score

70.87

How would you rate your overall experience today?

67.27

Answer Choices	Responses	Points	Score
▪ Outstanding	2145	100	214500
▪ Above Average	2154	75	161550
▪ Average	2126	50	106300
▪ Below Average	466	25	11650
▪ Poor	453	0	0
Total	7344		494000

Were you able to complete the purpose of your visit?

62.91

Answer Choices	Responses	Points	Score
▪ Yes	4620	100	462000
▪ No	2724	0	0
Total	7344		462000

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

87.23

Answer Choices	Responses	Points	Score
▪ Yes	6406	100	640600
▪ No	938	0	0
Total	7344		640600

Will you recommend this website to a friend or colleague?

81.39

Answer Choices	Responses	Points	Score
▪ Yes	5977	100	597700
▪ No	1367	0	0
Total	7344		597700

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

62.89

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	4274	100	427400
▪ Had technical difficulties (e.g. error messages, broken links)	256	0	0
▪ Links did not take me where I expected	221	0	0
▪ Links / labels are difficult to understand, they are not intuitive	507	0	0
▪ Navigated to general area but couldn't find the specific content needed	1081	0	0
▪ Too many links or navigational choices	214	0	0
▪ Would often feel lost, not know where I was	243	0	0
Total	6796		427400

How was your experience using our site search?

55.17

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2039	100	203900
▪ I was not sure what words to use in my search	323	0	0
▪ Results were not helpful	626	0	0
▪ Results were not relevant to my search terms or needs	325	0	0
▪ Results were too similar / redundant	96	0	0
▪ Returned not enough or no results	207	0	0
▪ Returned too many results	80	0	0
Total	3696		203900

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2019- 12/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	251	3.42%
▪ Contact information	404	5.50%
▪ Contracting opportunities	103	1.40%
▪ Cybersecurity	561	7.64%
▪ Disaster assistance	216	2.94%
▪ Email, RSS feeds, or subscription services	87	1.18%
▪ Forms or publications	567	7.72%
▪ Human trafficking	384	5.23%
▪ Immigration and citizenship	599	8.16%
▪ Information about DHS (leadership, history, etc.)	488	6.64%
▪ Jobs / career information	853	11.61%
▪ Law enforcement	307	4.18%
▪ News	291	3.96%
▪ Photographs	35	0.48%
▪ Small business resources	81	1.10%
▪ Training	791	10.77%
▪ Travel	1218	16.58%
▪ Videos	108	1.47%
Total	7344	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	96	3.55%
▪ Content wasn't easy to understand	208	7.68%
▪ Could not find what I was looking for	1588	58.64%
▪ Error on page	99	3.66%
▪ Multimedia / technical problem	51	1.88%
▪ Outdated information	99	3.66%
▪ Other	567	20.94%
Total	2708	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	700	9.53%
▪ Educator	480	6.54%
▪ Federal government employee	439	5.98%
▪ First responder / law enforcement official	508	6.92%
▪ Government contractor	306	4.17%
▪ International visitor	155	2.11%
▪ Job seeker	548	7.46%
▪ Media representative	33	0.45%
▪ Non-profit staff or volunteer	275	3.74%
▪ Seeking citizenship or immigration information	182	2.48%
▪ State, tribal, territorial or local government representative	213	2.90%
▪ Student	1194	16.26%
▪ Traveler (domestic or international)	993	13.52%
▪ Other	1318	17.95%
Total	7344	100%