

DHS.gov Web Performance Metrics

Feb 1, 2019 - Feb 28, 2019

All Users
100.00% Sessions

Total Visits

3,214,588

% of Total: 100.00% (3,214,588)



Avg. Visit Duration

00:01:43

Avg for View: 00:01:43 (0.00%)



Pageviews

6,052,179

% of Total: 100.00% (6,052,179)



Unique Visitors

1,996,004

% of Total: 100.00% (1,996,004)



Avg. Pages / Visit

1.88

Avg for View: 1.88 (0.00%)



Avg. Time on Page

00:01:56

Avg for View: 00:01:56 (0.00%)



Bounce Rate

61.41%

Avg for View: 61.41% (0.00%)



Top Pages

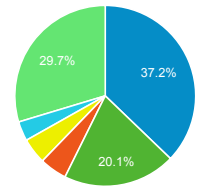
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	204,400	42.51%
Trusted Traveler Programs Homeland Security	198,701	41.52%
Real ID Public FAQs Homeland Security	143,582	70.82%
Indicators of Human Trafficking Homeland Security	134,940	86.19%
Trusted Traveler Comparison Tool	86,123	57.77%
Learn What I Can Bring on the Plane Homeland Security	83,736	67.09%
DHS Announces Implementation of Visa Sanctions on Ghana Homeland Security	78,326	91.00%
Immigration Data & Statistics Homeland Security	63,214	35.18%
Search Job Postings Homeland Security	48,078	24.64%
How Do I? Homeland Security	35,063	55.36%

Visits by Social Network

Social Network	Sessions
Facebook	37,004
Twitter	6,769
Blogger	1,525
LinkedIn	1,045
YouTube	571
Pinterest	540
Instagram	511
reddit	487
Instagram Stories	432
Quora	338

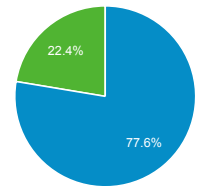
Visits by Source

google (direct) tsa.gov
facebook.com bing
Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Feb 1, 2019 - Feb 28, 2019

All Users
100.00% Sessions

Visits to DHS.gov

3,214,588

% of Total: 100.00% (3,214,588)



Total Internal Searches

81,178

% of Total: 100.00% (81,178)



Total External Searches (Google)

871,482

% of Total: 27.11% (3,214,588)

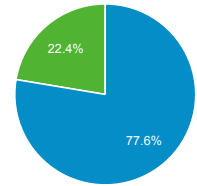


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	643	0
real id	619	0
esta	579	0
careers	571	0
jobs	346	0
global entry applica tion	313	0
Careers	289	0
passport	289	0
renew global entry	281	0
immigration	257	0

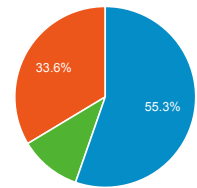
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	77,635
Learn What I Can Bring on the Plane H omeland Security	66,831
Real ID Public FAQs Homeland Securit y	38,295
REAL ID Homeland Security	35,497
Immigration Data & Statistics Homela nd Security	27,692
Check Wait Times Homeland Security	19,509
What Is Human Trafficking? Homelan d Security	17,926
Sex Trafficking Awareness Videos Ho meland Security	12,451
Search Job Postings Homeland Securi ty	11,519
Homeland Security Careers Homeland Security	8,923

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2019- 02/28/2019

Overall Customer Satisfaction Score

69.72

How would you rate your overall experience today?

65.43

Answer Choices	Responses	Points	Score
▪ Outstanding	638	100	63800
▪ Above Average	821	75	61575
▪ Average	775	50	38750
▪ Below Average	185	25	4625
▪ Poor	160	0	0
Total	2579		168750

Were you able to complete the purpose of your visit?

60.64

Answer Choices	Responses	Points	Score
▪ Yes	1564	100	156400
▪ No	1015	0	0
Total	2579		156400

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

86.20

Answer Choices	Responses	Points	Score
▪ Yes	2223	100	222300
▪ No	356	0	0
Total	2579		222300

Will you recommend this website to a friend or colleague?

80.30

Answer Choices	Responses	Points	Score
▪ Yes	2071	100	207100
▪ No	508	0	0
Total	2579		207100

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

63.10

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1503	100	150300
▪ Had technical difficulties (e.g. error messages, broken links)	86	0	0
▪ Links did not take me where I expected	181	0	0
▪ Links / labels are difficult to understand, they are not intuitive	77	0	0
▪ Navigated to general area but couldn't find the specific content needed	400	0	0
▪ Too many links or navigational choices	58	0	0
▪ Would often feel lost, not know where I was	77	0	0
Total	2382		150300

How was your experience using our site search?

54.74

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	716	100	71600
▪ I was not sure what words to use in my search	116	0	0
▪ Results were not helpful	222	0	0
▪ Results were not relevant to my search terms or needs	111	0	0
▪ Results were too similar / redundant	26	0	0
▪ Returned not enough or no results	84	0	0
▪ Returned too many results	33	0	0
Total	1308		71600

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2019- 02/28/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	189	7.33%
▪ Contact information	113	4.38%
▪ Contracting opportunities	18	0.70%
▪ Cybersecurity	197	7.64%
▪ Disaster assistance	86	3.33%
▪ Email, RSS feeds, or subscription services	21	0.81%
▪ Forms or publications	202	7.83%
▪ Human trafficking	171	6.63%
▪ Immigration and citizenship	221	8.57%
▪ Information about DHS (leadership, history, etc.)	173	6.71%
▪ Jobs / career information	250	9.69%
▪ Law enforcement	94	3.64%
▪ News	94	3.64%
▪ Photographs	11	0.43%
▪ Small business resources	33	1.28%
▪ Training	204	7.91%
▪ Travel	483	18.73%
▪ Videos	19	0.74%
Total	2579	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	34	3.10%
▪ Content wasn't easy to understand	79	7.20%
▪ Could not find what I was looking for	622	56.70%
▪ Error on page	35	3.19%
▪ Multimedia / technical problem	23	2.10%
▪ Outdated information	50	4.56%
▪ Other	254	23.15%
Total	1097	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	231	8.96%
▪ Educator	172	6.67%
▪ Federal government employee	152	5.89%
▪ First responder / law enforcement official	146	5.66%
▪ Government contractor	82	3.18%
▪ International visitor	53	2.06%
▪ Job seeker	148	5.74%
▪ Media representative	10	0.39%
▪ Non-profit staff or volunteer	113	4.38%
▪ Seeking citizenship or immigration information	48	1.86%
▪ State, tribal, territorial or local government representative	77	2.99%
▪ Student	433	16.79%
▪ Traveler (domestic or international)	401	15.55%
▪ Other	513	19.89%
Total	2579	100%