

DHS.gov Web Performance Metrics

Apr 1, 2019 - Apr 30, 2019

All Users
100.00% Sessions

Total Visits

3,591,657

% of Total: 100.00% (3,591,657)



Avg. Visit Duration

00:01:34

Avg for View: 00:01:34 (0.00%)



Pageviews

6,845,001

% of Total: 100.00% (6,845,001)



Unique Visitors

2,402,863

% of Total: 100.00% (2,402,863)



Avg. Pages / Visit

1.91

Avg for View: 1.91 (0.00%)



Avg. Time on Page

00:01:44

Avg for View: 00:01:44 (0.00%)



Bounce Rate

61.80%

Avg for View: 61.80% (0.00%)



Top Pages

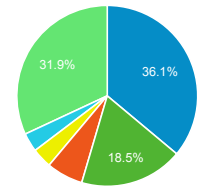
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	463,993	40.62%
Trusted Traveler Programs Homeland Security	196,791	45.56%
Indicators of Human Trafficking Homeland Security	195,793	90.11%
Real ID Public FAQs Homeland Security	191,655	76.01%
Learn What I Can Bring on the Plane Homeland Security	117,088	76.25%
Trusted Traveler Comparison Tool	93,694	60.09%
What Is Human Trafficking? Homeland Security	87,459	83.12%
State Compliance Homeland Security	67,196	67.92%
REAL ID Documentation Homeland Security	52,592	49.30%
Search Job Postings Homeland Security	49,864	36.13%

Visits by Social Network

Social Network	Sessions
Facebook	36,120
Twitter	9,009
LinkedIn	1,369
Blogger	926
reddit	689
YouTube	579
Instagram	519
Quora	400
Naver	236
Hacker News	144

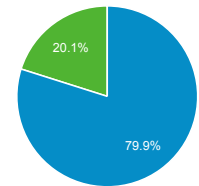
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



DHS.gov Search Performance Metrics

Apr 1, 2019 - Apr 30, 2019

All Users
100.00% Sessions

Visits to DHS.gov

3,591,657

% of Total: 100.00% (3,591,657)



Total Internal Searches

83,716

% of Total: 100.00% (83,716)



Total External Searches (Google)

1,008,733

% of Total: 28.09% (3,591,657)

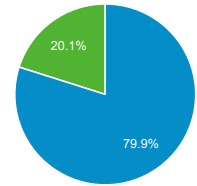


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	797	0
careers	714	0
real id compliant states	623	0
global entry	467	0
renew global entry	439	0
global entry application status	385	0
global entry application	339	0
jobs	320	0
jobs available now	293	0
human trafficking	284	0

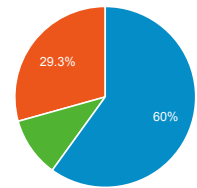
New vs. Returned Visitors

■ 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	93,145
Homeland Security Home	77,268
REAL ID Homeland Security	48,719
Real ID Public FAQs Homeland Security	43,363
What Is Human Trafficking? Homeland Security	22,817
Check Wait Times Homeland Security	21,636
Immigration Data & Statistics Homeland Security	20,152
Indicators of Human Trafficking Homeland Security	18,166
Illinois Homeland Security	16,884
Sex Trafficking Awareness Videos Homeland Security	16,518

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2019- 04/30/2019

Overall Customer Satisfaction Score

66.88

How would you rate your overall experience today?

63.46

Answer Choices	Responses	Points	Score
▪ Outstanding	692	100	69200
▪ Above Average	901	75	67575
▪ Average	924	50	46200
▪ Below Average	253	25	6325
▪ Poor	213	0	0
Total	2983		189300

Were you able to complete the purpose of your visit?

57.69

Answer Choices	Responses	Points	Score
▪ Yes	1721	100	172100
▪ No	1262	0	0
Total	2983		172100

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

83.17

Answer Choices	Responses	Points	Score
▪ Yes	2481	100	248100
▪ No	502	0	0
Total	2983		248100

Will you recommend this website to a friend or colleague?

77.87

Answer Choices	Responses	Points	Score
▪ Yes	2323	100	232300
▪ No	660	0	0
Total	2983		232300

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

59.26

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1638	100	163800
▪ Had technical difficulties (e.g. error messages, broken links)	90	0	0
▪ Links did not take me where I expected	221	0	0
▪ Links / labels are difficult to understand, they are not intuitive	102	0	0
▪ Navigated to general area but couldn't find the specific content needed	515	0	0
▪ Too many links or navigational choices	89	0	0
▪ Would often feel lost, not know where I was	109	0	0
Total	2764		163800

How was your experience using our site search?

51.61

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	770	100	77000
▪ I was not sure what words to use in my search	110	0	0
▪ Results were not helpful	275	0	0
▪ Results were not relevant to my search terms or needs	175	0	0
▪ Results were too similar / redundant	51	0	0
▪ Returned not enough or no results	91	0	0
▪ Returned too many results	20	0	0
Total	1492		77000

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2019- 04/30/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	138	4.63%
▪ Contact information	160	5.36%
▪ Contracting opportunities	33	1.11%
▪ Cybersecurity	209	7.01%
▪ Disaster assistance	68	2.28%
▪ Email, RSS feeds, or subscription services	24	0.80%
▪ Forms or publications	255	8.55%
▪ Human trafficking	146	4.89%
▪ Immigration and citizenship	185	6.20%
▪ Information about DHS (leadership, history, etc.)	192	6.44%
▪ Jobs / career information	261	8.75%
▪ Law enforcement	99	3.32%
▪ News	145	4.86%
▪ Photographs	10	0.34%
▪ Small business resources	29	0.97%
▪ Training	205	6.87%
▪ Travel	798	26.75%
▪ Videos	26	0.87%
Total	2983	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	43	3.19%
▪ Content wasn't easy to understand	125	9.29%
▪ Could not find what I was looking for	797	59.21%
▪ Error on page	34	2.53%
▪ Multimedia / technical problem	20	1.49%
▪ Outdated information	39	2.90%
▪ Other	288	21.40%
Total	1346	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	260	8.72%
▪ Educator	202	6.77%
▪ Federal government employee	163	5.46%
▪ First responder / law enforcement official	140	4.69%
▪ Government contractor	95	3.18%
▪ International visitor	55	1.84%
▪ Job seeker	183	6.13%
▪ Media representative	15	0.50%
▪ Non-profit staff or volunteer	102	3.42%
▪ Seeking citizenship or immigration information	59	1.98%
▪ State, tribal, territorial or local government representative	59	1.98%
▪ Student	406	13.61%
▪ Traveler (domestic or international)	692	23.20%
▪ Other	552	18.50%
Total	2983	100%