

DHS.gov Web Performance Metrics

May 1, 2019 - May 31, 2019

All Users
100.00% Sessions

Total Visits

3,227,568

% of Total: 100.00% (3,227,568)



Avg. Visit Duration

00:01:30

Avg for View: 00:01:30 (0.00%)



Pageviews

6,017,442

% of Total: 100.00% (6,017,442)



Unique Visitors

2,123,952

% of Total: 100.00% (2,123,952)



Avg. Pages / Visit

1.86

Avg for View: 1.86 (0.00%)



Avg. Time on Page

00:01:44

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



Bounce Rate

65.45%

Avg for View: 65.45% (0.00%)



Top Pages

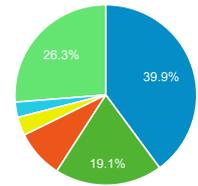
Page Title	Pageviews	Bounce Rate
Indicators of Human Trafficking Homeland Security	289,018	93.55%
REAL ID Homeland Security	260,071	42.31%
Learn What I Can Bring on the Plane Homeland Security	127,152	79.98%
What Is Human Trafficking? Homeland Security	126,380	89.56%
Real ID Public FAQs Homeland Security	123,501	78.98%
Trusted Traveler Comparison Tool	89,637	60.59%
Trusted Traveler Programs Homeland Security	82,113	49.71%
Search Job Postings Homeland Security	48,368	40.30%
Visa Waiver Program Requirements Homeland Security	41,541	80.22%
Check Wait Times Homeland Security	39,104	51.57%

Visits by Social Network

Social Network	Sessions
Facebook	31,211
Twitter	4,325
LinkedIn	1,346
Blogger	717
YouTube	471
Quora	319
Instagram	306
reddit	245
TypePad	102
TripAdvisor	99

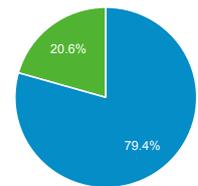
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

May 1, 2019 - May 31, 2019

All Users
100.00% Sessions

Visits to DHS.gov

3,227,568

% of Total: 100.00% (3,227,568)



Total Internal Searches

80,482

% of Total: 100.00% (80,482)



Total External Searches (Google)

891,319

% of Total: 27.62% (891,319)

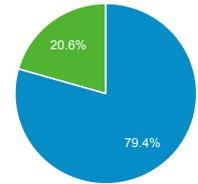


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	977	0
global entry application status	662	0
real id	509	0
careers	493	0
global entry application	484	0
renew global entry	433	0
esta	425	0
jobs	416	0
global entry renewal	399	0
real id compliant states	357	0

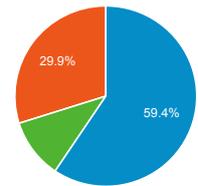
New vs. Returned Visitors

■ 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	102,493
Indicators of Human Trafficking Homeland Security	80,457
Homeland Security Home	70,904
REAL ID Homeland Security	37,261
Check Wait Times Homeland Security	23,929
Real ID Public FAQs Homeland Security	22,902
What Is Human Trafficking? Homeland Security	22,222
Immigration Data & Statistics Homeland Security	17,068
Search Job Postings Homeland Security	13,493
Trusted Traveler Programs Homeland Security	10,759

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2019- 05/31/2019

Overall Customer Satisfaction Score

68.69

How would you rate your overall experience today?

64.75

Answer Choices	Responses	Points	Score
▪ Outstanding	566	100	56600
▪ Above Average	733	75	54975
▪ Average	714	50	35700
▪ Below Average	183	25	4575
▪ Poor	149	0	0
Total	2345		151850

Were you able to complete the purpose of your visit?

59.15

Answer Choices	Responses	Points	Score
▪ Yes	1387	100	138700
▪ No	958	0	0
Total	2345		138700

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

85.80

Answer Choices	Responses	Points	Score
▪ Yes	2012	100	201200
▪ No	333	0	0
Total	2345		201200

Will you recommend this website to a friend or colleague?

80.47

Answer Choices	Responses	Points	Score
▪ Yes	1887	100	188700
▪ No	458	0	0
Total	2345		188700

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

61.57

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1328	100	132800
▪ Had technical difficulties (e.g. error messages, broken links)	90	0	0
▪ Links did not take me where I expected	165	0	0
▪ Links / labels are difficult to understand, they are not intuitive	74	0	0
▪ Navigated to general area but couldn't find the specific content needed	397	0	0
▪ Too many links or navigational choices	59	0	0
▪ Would often feel lost, not know where I was	44	0	0
Total	2157		132800

How was your experience using our site search?

51.10

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	602	100	60200
▪ I was not sure what words to use in my search	109	0	0
▪ Results were not helpful	217	0	0
▪ Results were not relevant to my search terms or needs	129	0	0
▪ Results were too similar / redundant	36	0	0
▪ Returned not enough or no results	64	0	0
▪ Returned too many results	21	0	0
Total	1178		60200

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2019- 05/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	103	4.39%
▪ Contact information	155	6.61%
▪ Contracting opportunities	25	1.07%
▪ Cybersecurity	203	8.66%
▪ Disaster assistance	55	2.35%
▪ Email, RSS feeds, or subscription services	22	0.94%
▪ Forms or publications	195	8.32%
▪ Human trafficking	136	5.80%
▪ Immigration and citizenship	177	7.55%
▪ Information about DHS (leadership, history, etc.)	125	5.33%
▪ Jobs / career information	235	10.02%
▪ Law enforcement	91	3.88%
▪ News	89	3.80%
▪ Photographs	4	0.17%
▪ Small business resources	27	1.15%
▪ Training	206	8.78%
▪ Travel	476	20.30%
▪ Videos	21	0.90%
Total	2345	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	39	4.11%
▪ Content wasn't easy to understand	65	6.84%
▪ Could not find what I was looking for	594	62.53%
▪ Error on page	37	3.89%
▪ Multimedia / technical problem	14	1.47%
▪ Outdated information	30	3.16%
▪ Other	171	18.00%
Total	950	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	242	10.32%
▪ Educator	167	7.12%
▪ Federal government employee	148	6.31%
▪ First responder / law enforcement official	115	4.90%
▪ Government contractor	107	4.56%
▪ International visitor	42	1.79%
▪ Job seeker	152	6.48%
▪ Media representative	15	0.64%
▪ Non-profit staff or volunteer	100	4.26%
▪ Seeking citizenship or immigration information	57	2.43%
▪ State, tribal, territorial or local government representative	49	2.09%
▪ Student	327	13.94%
▪ Traveler (domestic or international)	399	17.01%
▪ Other	425	18.12%
Total	2345	100%