

# DHS.gov Web Performance Metrics

Aug 1, 2019 - Aug 31, 2019

All Users  
100.00% Sessions

## Total Visits

**5,834,642**

% of Total: 100.00% (5,834,642)



## Avg. Visit Duration

**00:01:11**

Avg for View: 00:01:11 (0.00%)



## Pageviews

**11,211,506**

% of Total: 100.00% (11,211,506)



## Unique Visitors

**4,441,119**

% of Total: 100.00% (4,441,119)



## Avg. Pages / Visit

**1.92**

Avg for View: 1.92 (0.00%)



## Avg. Time on Page

**00:01:17**

Avg for View: 00:01:17 (0.00%)



## Bounce Rate

**45.02%**

Avg for View: 45.02% (0.00%)

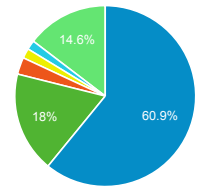


## Top Pages

Page Title	Pageviews	Bounce Rate
What is Suspicious Activity?   Homeland Security	879,191	84.64%
Indicators of Human Trafficking   Homeland Security	265,370	91.69%
REAL ID   Homeland Security	247,218	40.71%
Real ID Public FAQs   Homeland Security	125,179	76.79%
Learn What I Can Bring on the Plane   Homeland Security	112,806	58.10%
Redirection page   Homeland Security	85,664	46.79%
What Is Human Trafficking?   Homeland Security	82,696	90.78%
Search Job Postings   Homeland Security	53,856	25.28%
Active Shooter Preparedness   Homeland Security	42,183	36.27%
TSA Reminds Travelers of REAL ID Identification Requirements   Homeland Security	40,956	72.82%

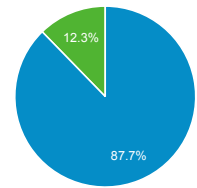
## Visits by Source

■ (direct)
 ■ google
 ■ facebook.com
 ■ instagram.com
 ■ bing
 ■ Other



## New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



## Visits by Social Network

Social Network	Sessions
Facebook	42,064
Twitter	6,277
LinkedIn	1,568
Blogger	650
reddit	531
YouTube	432
Instagram	310
Quora	307
TypePad	136
Instagram Stories	100

# DHS.gov Search Performance Metrics

Aug 1, 2019 - Aug 31, 2019

All Users  
100.00% Sessions

## Visits to DHS.gov

**5,834,642**  
% of Total: 100.00% (5,834,642)

## Total Internal Searches

**74,600**  
% of Total: 100.00% (74,600)

## Total External Searches (Google)

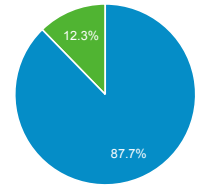
**903,772**  
% of Total: 15.49% (5,834,642)

## Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	742	0
global entry	542	0
active shooter	485	0
case status	400	0
global entry application status	385	0
global entry application	357	0
active shooter video	328	14
i-9 form	328	0
active shooter preparedness	314	0
real id	314	0

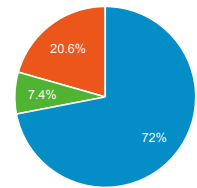
## New vs. Returned Visitors

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	91,886
Indicators of Human Trafficking   Homeland Security	72,778
Homeland Security   Home	67,456
REAL ID   Homeland Security	42,340
TSA Reminds Travelers of REAL ID Identification Requirements   Homeland Security	27,670
Check Wait Times   Homeland Security	21,191
Real ID Public FAQs   Homeland Security	19,907
Search Job Postings   Homeland Security	14,741
Check Immigration Case Status   Homeland Security	12,115
Get a Green Card   Homeland Security	11,659

# DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2019- 08/31/2019

## Overall Customer Satisfaction Score

**71.67**

### How would you rate your overall experience today?

**67.36**

Answer Choices	Responses	Points	Score
▪ Outstanding	752	100	75200
▪ Above Average	840	75	63000
▪ Average	720	50	36000
▪ Below Average	186	25	4650
▪ Poor	157	0	0
<b>Total</b>	<b>2655</b>		<b>178850</b>

### Were you able to complete the purpose of your visit?

**63.54**

Answer Choices	Responses	Points	Score
▪ Yes	1687	100	168700
▪ No	968	0	0
<b>Total</b>	<b>2655</b>		<b>168700</b>

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

**86.97**

Answer Choices	Responses	Points	Score
▪ Yes	2309	100	230900
▪ No	346	0	0
<b>Total</b>	<b>2655</b>		<b>230900</b>

### Will you recommend this website to a friend or colleague?

**82.41**

Answer Choices	Responses	Points	Score
▪ Yes	2188	100	218800
▪ No	467	0	0
<b>Total</b>	<b>2655</b>		<b>218800</b>

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

**65.50**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1631	100	163100
▪ Had technical difficulties (e.g. error messages, broken links)	87	0	0
▪ Links did not take me where I expected	80	0	0
▪ Links / labels are difficult to understand, they are not intuitive	180	0	0
▪ Navigated to general area but couldn't find the specific content needed	383	0	0
▪ Too many links or navigational choices	73	0	0
▪ Would often feel lost, not know where I was	56	0	0
<b>Total</b>	<b>2490</b>		<b>163100</b>

### How was your experience using our site search?

**56.23**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	754	100	75400
▪ I was not sure what words to use in my search	106	0	0
▪ Results were not helpful	216	0	0
▪ Results were not relevant to my search terms or needs	115	0	0
▪ Results were too similar / redundant	33	0	0
▪ Returned not enough or no results	77	0	0
▪ Returned too many results	40	0	0
<b>Total</b>	<b>1341</b>		<b>75400</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2019- 08/31/2019

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	79	2.98%
▪ Contact information	138	5.20%
▪ Contracting opportunities	33	1.24%
▪ Cybersecurity	234	8.81%
▪ Disaster assistance	82	3.09%
▪ Email, RSS feeds, or subscription services	23	0.87%
▪ Forms or publications	202	7.61%
▪ Human trafficking	122	4.60%
▪ Immigration and citizenship	165	6.21%
▪ Information about DHS (leadership, history, etc.)	104	3.92%
▪ Jobs / career information	258	9.72%
▪ Law enforcement	109	4.11%
▪ News	89	3.35%
▪ Photographs	5	0.19%
▪ Small business resources	34	1.28%
▪ Training	432	16.27%
▪ Travel	483	18.19%
▪ Videos	63	2.37%
<b>Total</b>	<b>2655</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	33	3.78%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	569	65.18%
▪ Error on page	24	2.75%
▪ Multimedia / technical problem	33	3.78%
▪ Outdated information	23	2.63%
▪ Other	191	21.88%
<b>Total</b>	<b>873</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	317	11.94%
▪ Educator	180	6.78%
▪ Federal government employee	172	6.48%
▪ First responder / law enforcement official	199	7.50%
▪ Government contractor	95	3.58%
▪ International visitor	42	1.58%
▪ Job seeker	159	5.99%
▪ Media representative	20	0.75%
▪ Non-profit staff or volunteer	102	3.84%
▪ Seeking citizenship or immigration information	54	2.03%
▪ State, tribal, territorial or local government representative	135	5.08%
▪ Student	240	9.04%
▪ Traveler (domestic or international)	417	15.71%
▪ Other	523	19.70%
<b>Total</b>	<b>2655</b>	<b>100%</b>