

DHS.gov Web Performance Metrics

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Total Visits

4,672,204

% of Total: 100.00% (4,672,204)



Avg. Visit Duration

00:01:04

Avg for View: 00:01:04 (0.00%)



Pageviews

9,136,768

% of Total: 100.00% (9,136,768)



Unique Visitors

3,653,945

% of Total: 100.00% (3,653,945)



Avg. Pages / Visit

1.96

Avg for View: 1.96 (0.00%)



Avg. Time on Page

00:01:06

Avg for View: 00:01:06 (0.00%)



Bounce Rate

38.62%

Avg for View: 38.62% (0.00%)



Top Pages

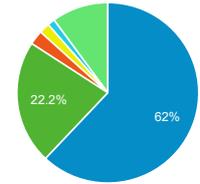
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	235,897	58.53%
Real ID Public FAQs Homeland Security	169,608	84.56%
Learn What I Can Bring on the Plane Homeland Security	75,427	62.19%
Website Privacy Policy Homeland Security	68,491	71.26%
What Is Human Trafficking? Homeland Security	55,965	81.36%
Redirection page Homeland Security	53,273	48.01%
Search Job Postings Homeland Security	44,775	26.55%
Check Wait Times Homeland Security	36,767	29.37%
Immigration Data & Statistics Homeland Security	36,527	42.44%
About DHS Homeland Security	31,941	46.03%

Visits by Social Network

Social Network	Sessions
Facebook	21,898
Twitter	5,648
LinkedIn	2,346
Blogger	859
Quora	512
YouTube	422
reddit	417
Instagram	310
Yammer	120
Hacker News	97

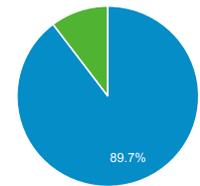
Visits by Source

(direct) google Inks.gd
bing dhs.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Visits to DHS.gov

4,672,204

% of Total: 100.00% (4,672,204)



Total Internal Searches

66,492

% of Total: 100.00% (66,492)



Total External Searches (Google)

913,936

% of Total: 19.56% (913,936)

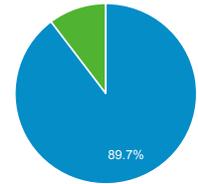


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
esta	684	0
careers	570	0
global entry	445	0
real id	433	0
global entry application status	376	0
global entry application	331	11
active shooter	308	0
esta application	251	0
human trafficking	228	0
tps el salvador	228	0

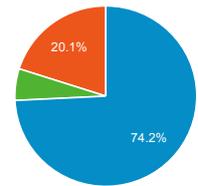
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Real ID Public FAQs Homeland Security	74,354
Homeland Security Home	60,095
Learn What I Can Bring on the Plane Homeland Security	59,935
What Is Human Trafficking? Homeland Security	40,440
REAL ID Homeland Security	31,051
Check Wait Times Homeland Security	22,929
Immigration Data & Statistics Homeland Security	17,819
Search Job Postings Homeland Security	12,891
Apply for a U.S. Passport Homeland Security	8,578
Have a Safe and Happy Thanksgiving Homeland Security	7,461

DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2019- 11/30/2019

Overall Customer Satisfaction Score

72.12

How would you rate your overall experience today?

67.70

Answer Choices	Responses	Points	Score
▪ Outstanding	583	100	58300
▪ Above Average	573	75	42975
▪ Average	560	50	28000
▪ Below Average	118	25	2950
▪ Poor	119	0	0
Total	1953		132225

Were you able to complete the purpose of your visit?

63.29

Answer Choices	Responses	Points	Score
▪ Yes	1236	100	123600
▪ No	717	0	0
Total	1953		123600

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

88.63

Answer Choices	Responses	Points	Score
▪ Yes	1731	100	173100
▪ No	222	0	0
Total	1953		173100

Will you recommend this website to a friend or colleague?

83.05

Answer Choices	Responses	Points	Score
▪ Yes	1622	100	162200
▪ No	331	0	0
Total	1953		162200

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

64.80

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1178	100	117800
▪ Had technical difficulties (e.g. error messages, broken links)	60	0	0
▪ Links did not take me where I expected	64	0	0
▪ Links / labels are difficult to understand, they are not intuitive	123	0	0
▪ Navigated to general area but couldn't find the specific content needed	290	0	0
▪ Too many links or navigational choices	46	0	0
▪ Would often feel lost, not know where I was	57	0	0
Total	1818		117800

How was your experience using our site search?

57.53

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	569	100	56900
▪ I was not sure what words to use in my search	89	0	0
▪ Results were not helpful	141	0	0
▪ Results were not relevant to my search terms or needs	74	0	0
▪ Results were too similar / redundant	34	0	0
▪ Returned not enough or no results	62	0	0
▪ Returned too many results	20	0	0
Total	989		56900

DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2019- 11/30/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	75	3.84%
▪ Contact information	93	4.76%
▪ Contracting opportunities	29	1.48%
▪ Cybersecurity	129	6.61%
▪ Disaster assistance	60	3.07%
▪ Email, RSS feeds, or subscription services	24	1.23%
▪ Forms or publications	148	7.58%
▪ Human trafficking	121	6.20%
▪ Immigration and citizenship	175	8.96%
▪ Information about DHS (leadership, history, etc.)	144	7.37%
▪ Jobs / career information	247	12.65%
▪ Law enforcement	99	5.07%
▪ News	56	2.87%
▪ Photographs	14	0.72%
▪ Small business resources	16	0.82%
▪ Training	218	11.16%
▪ Travel	281	14.39%
▪ Videos	24	1.23%
Total	1953	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	25	3.80%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	413	62.77%
▪ Error on page	29	4.41%
▪ Multimedia / technical problem	15	2.28%
▪ Outdated information	24	3.65%
▪ Other	152	23.10%
Total	658	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	173	8.86%
▪ Educator	135	6.91%
▪ Federal government employee	113	5.79%
▪ First responder / law enforcement official	142	7.27%
▪ Government contractor	69	3.53%
▪ International visitor	42	2.15%
▪ Job seeker	157	8.04%
▪ Media representative	13	0.67%
▪ Non-profit staff or volunteer	80	4.10%
▪ Seeking citizenship or immigration information	51	2.61%
▪ State, tribal, territorial or local government representative	50	2.56%
▪ Student	374	19.15%
▪ Traveler (domestic or international)	228	11.67%
▪ Other	326	16.69%
Total	1953	100%