

DHS.gov Web Performance Metrics

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions

Total Visits

4,432,883

% of Total: 100.00% (4,432,883)



Avg. Visit Duration

00:01:04

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



Pageviews

8,670,313

% of Total: 100.00% (8,670,313)



Unique Visitors

3,427,784

% of Total: 100.00% (3,427,784)



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

37.27%

Avg for View: 37.27% (0.00%)



Top Pages

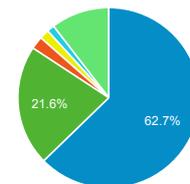
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	250,849	51.50%
Real ID Public FAQs Homeland Security	98,367	85.96%
Learn What I Can Bring on the Plane Homeland Security	88,701	61.48%
REAL ID Frequently Asked Questions Homeland Security	87,698	79.54%
Website Privacy Policy Homeland Security	63,815	71.38%
Redirection page Homeland Security	54,579	48.34%
Check Wait Times Homeland Security	45,353	30.33%
Search Job Postings Homeland Security	41,496	25.15%
What Is Human Trafficking? Homeland Security	40,669	82.33%
Traveler Redress Inquiry Program (DHS TRIP) Homeland Security	35,335	67.25%

Visits by Social Network

Social Network	Sessions
Facebook	12,742
Twitter	2,099
LinkedIn	1,685
Blogger	766
YouTube	425
reddit	316
Quora	305
Instagram	256
Hacker News	247
TypePad	100

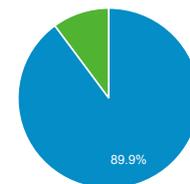
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions

Visits to DHS.gov

4,432,883

% of Total: 100.00% (4,432,883)



Total Internal Searches

62,278

% of Total: 100.00% (62,278)



Total External Searches (Google)

838,370

% of Total: 18.91% (838,370)

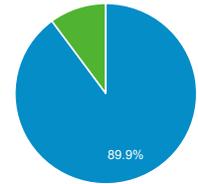


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
esta	749	0
global entry	661	0
careers	485	0
esta application	452	0
real id	408	0
global entry application	364	0
tsa pre check renewal	353	0
global entry application status	331	0
i-9 form	276	0
esta status	265	0

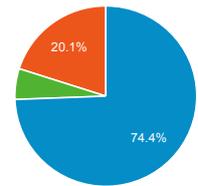
New vs. Returned Visitors

■ 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	72,048
Homeland Security Home	54,567
Real ID Public FAQs Homeland Security	43,270
REAL ID Homeland Security	42,808
Check Wait Times Homeland Security	30,155
What Is Human Trafficking? Homeland Security	29,196
REAL ID Frequently Asked Questions Homeland Security	28,700
Immigration Data & Statistics Homeland Security	13,105
Search Job Postings Homeland Security	12,487
Apply for a U.S. Passport Homeland Security	10,151

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2019- 12/31/2019

Overall Customer Satisfaction Score

69.03

How would you rate your overall experience today?

66.06

Answer Choices	Responses	Points	Score
▪ Outstanding	469	100	46900
▪ Above Average	521	75	39075
▪ Average	515	50	25750
▪ Below Average	113	25	2825
▪ Poor	116	0	0
Total	1734		114550

Were you able to complete the purpose of your visit?

61.19

Answer Choices	Responses	Points	Score
▪ Yes	1061	100	106100
▪ No	673	0	0
Total	1734		106100

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

87.37

Answer Choices	Responses	Points	Score
▪ Yes	1515	100	151500
▪ No	219	0	0
Total	1734		151500

Will you recommend this website to a friend or colleague?

80.45

Answer Choices	Responses	Points	Score
▪ Yes	1395	100	139500
▪ No	339	0	0
Total	1734		139500

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

58.80

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	939	100	93900
▪ Had technical difficulties (e.g. error messages, broken links)	86	0	0
▪ Links did not take me where I expected	58	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	275	0	0
▪ Too many links or navigational choices	63	0	0
▪ Would often feel lost, not know where I was	53	0	0
Total	1597		93900

How was your experience using our site search?

49.94

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	433	100	43300
▪ I was not sure what words to use in my search	83	0	0
▪ Results were not helpful	171	0	0
▪ Results were not relevant to my search terms or needs	95	0	0
▪ Results were too similar / redundant	22	0	0
▪ Returned not enough or no results	45	0	0
▪ Returned too many results	18	0	0
Total	867		43300

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2019- 12/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	61	3.52%
▪ Contact information	102	5.88%
▪ Contracting opportunities	37	2.13%
▪ Cybersecurity	104	6.00%
▪ Disaster assistance	50	2.88%
▪ Email, RSS feeds, or subscription services	33	1.90%
▪ Forms or publications	146	8.42%
▪ Human trafficking	109	6.29%
▪ Immigration and citizenship	140	8.07%
▪ Information about DHS (leadership, history, etc.)	106	6.11%
▪ Jobs / career information	190	10.96%
▪ Law enforcement	47	2.71%
▪ News	71	4.09%
▪ Photographs	4	0.23%
▪ Small business resources	23	1.33%
▪ Training	188	10.84%
▪ Travel	292	16.84%
▪ Videos	31	1.79%
Total	1734	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	30	4.79%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	407	65.02%
▪ Error on page	28	4.47%
▪ Multimedia / technical problem	15	2.40%
▪ Outdated information	22	3.51%
▪ Other	124	19.81%
Total	626	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	188	10.84%
▪ Educator	101	5.82%
▪ Federal government employee	96	5.54%
▪ First responder / law enforcement official	114	6.57%
▪ Government contractor	65	3.75%
▪ International visitor	45	2.60%
▪ Job seeker	130	7.50%
▪ Media representative	8	0.46%
▪ Non-profit staff or volunteer	58	3.34%
▪ Seeking citizenship or immigration information	58	3.34%
▪ State, tribal, territorial or local government representative	51	2.94%
▪ Student	260	14.99%
▪ Traveler (domestic or international)	256	14.76%
▪ Other	304	17.53%
Total	1734	100%