

All Users
100.00% Sessions

Total Visits

3,417,014

% of Total: 100.00% (3,417,014)



Avg. Visit Duration

00:01:39

Avg for View: 00:01:39 (0.00%)



Pageviews

6,907,656

% of Total: 100.00% (6,907,656)



Unique Visitors

2,104,378

% of Total: 100.00% (2,104,378)



Avg. Pages / Visit

2.02

Avg for View: 2.02 (0.00%)



Avg. Time on Page

00:01:37

Avg for View: 00:01:37 (0.00%)



Bounce Rate

57.26%

Avg for View: 57.26% (0.00%)

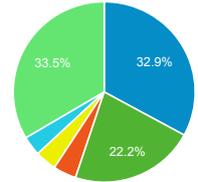


Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	504,383	36.61%
Real ID Public FAQs Homeland Security	198,557	58.63%
Comparison Chart Homeland Security	111,956	47.95%
Identify a Victim Homeland Security	101,045	53.63%
State Compliance Homeland Security	85,440	57.06%
REAL ID Documentation Homeland Security	68,581	48.97%
Search Job Postings Homeland Security	61,663	26.13%
Active Shooter Preparedness Homeland Security	61,438	35.73%
Learn What I Can Bring on the Plane Homeland Security	58,681	64.27%
State Extensions Homeland Security	56,550	69.31%

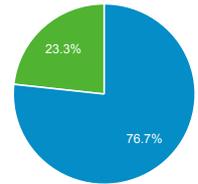
Visits by Source

google (direct) tsa.gov
bing dhs.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	33,007
Twitter	25,498
reddit	10,012
Blogger	2,048
LinkedIn	912
YouTube	632
Quora	179
Weebly	122
TypePad	120
Instagram	114

 All Users
100.00% Sessions

Visits to DHS.gov

3,417,014

% of Total: 100.00% (3,417,014)



Total Internal Searches

109,139

% of Total: 100.00% (109,139)



Total External Searches (Google)

845,822

% of Total: 24.75% (3,417,014)

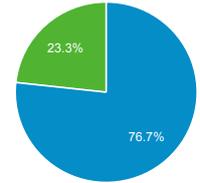


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	1,262	17
real id compliant states	844	25
careers	660	8
active shooter	643	8
esta	610	8
active shooter training	476	8
check my case status	409	0
forms	401	17
jobs	376	0
daca	368	0

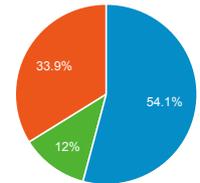
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	74,111
Learn What I Can Bring on the Plane Homeland Security	43,651
Identify a Victim Homeland Security	36,442
Blue Campaign Homeland Security	29,641
REAL ID Homeland Security	29,299
Real ID Public FAQs Homeland Security	25,464
Current Status of States/Territories Homeland Security	21,746
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement Homeland Security	20,627
Search Job Postings Homeland Security	13,267
Active Shooter Preparedness Homeland Security	13,208

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2018 –02/28/2018

Voice of the Customers

Feedback:

- The major customer issues to improve on the DHS.gov site include making content easier to find, label pages and navigation to help customers find relevant content quickly and easily.
- Other items to improve on the DHS.gov site include simplifying links and navigation choices, making navigation more intuitive, and remediating broken links.

Complete list available upon request

(Source: Survey Monkey)

Recommendations:

We continue to review and work on recommendations from DHS.gov metrics reports. The DHS.gov Web Team documents and analyzes the success of improvements through metrics in addition to emerging technologies, recommendations and actions.

Actions Taken:

Difficulty Finding Content, Feeling Lost and Mislabeled Links: The DHS.gov Web Team continues to implement more left navigation throughout site and restructure content and hyperlinks to promote a more productive, user-friendly experience.

Increase Visibility: This past quarter, the DHS.gov Web Communications team identified the top 200 pages according to Google Analytics and updated the "Frequently Request Pages" section of the site to reflect customer needs.

Improved Usage Analytics: This past quarter, the DHS.gov Web Communications team installed Google Analytics tracking code to all DHS.gov homepage rotators to identify how many clicks rotators are receiving and which homepage content is attracting the most attention by site users.

Technical Improvements:

- We created Podcast Item and Podcast Series content types
- We fixed Science and Technology, and SAFECOM blog page filters
- We added Language tags for content items to identify English/Spanish passages

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2018- 02/28/2018

Overall Customer Satisfaction Score

69.20

How would you rate your overall experience today?

64.58

Answer Choices	Responses	Points	Score
▪ Outstanding	867	100	86700
▪ Above Average	1228	75	92100
▪ Average	1178	50	58900
▪ Below Average	279	25	6975
▪ Poor	237	0	0
Total	3789		244675

Were you able to complete the purpose of your visit?

60.97

Answer Choices	Responses	Points	Score
▪ Yes	2310	100	231000
▪ No	1479	0	0
Total	3789		231000

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

85.04

Answer Choices	Responses	Points	Score
▪ Yes	3222	100	322200
▪ No	567	0	0
Total	3789		322200

Will you recommend this website to a friend or colleague?

79.78

Answer Choices	Responses	Points	Score
▪ Yes	3023	100	302300
▪ No	766	0	0
Total	3789		302300

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

62.32

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2211	100	221100
▪ Had technical difficulties (e.g. error messages, broken links)	124	0	0
▪ Links did not take me where I expected	267	0	0
▪ Links / labels are difficult to understand, they are not intuitive	108	0	0
▪ Navigated to general area but couldn't find the specific content needed	622	0	0
▪ Too many links or navigational choices	99	0	0
▪ Would often feel lost, not know where I was	117	0	0
Total	3548		221100

How was your experience using our site search?

54.80

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1022	100	102200
▪ I was not sure what words to use in my search	150	0	0
▪ Results were not helpful	326	0	0
▪ Results were not relevant to my search terms or needs	154	0	0
▪ Results were too similar / redundant	55	0	0
▪ Returned not enough or no results	130	0	0
▪ Returned too many results	28	0	0
Total	1865		102200

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2018- 02/28/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	115	3.04%
▪ Contact information	185	4.88%
▪ Contracting opportunities	42	1.11%
▪ Cybersecurity	194	5.12%
▪ Disaster assistance	106	2.80%
▪ Email, RSS feeds, or subscription services	23	0.61%
▪ Forms or publications	257	6.78%
▪ Human trafficking	169	4.46%
▪ Immigration and citizenship	206	5.44%
▪ Information about DHS (leadership, history, etc.)	215	5.67%
▪ Jobs / career information	304	8.02%
▪ Law enforcement	131	3.46%
▪ News	139	3.67%
▪ Photographs	8	0.21%
▪ Small business resources	28	0.74%
▪ Training	338	8.92%
▪ Travel	1279	33.76%
▪ Videos	50	1.32%
Total	3789	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	54	3.38%
▪ Content wasn't easy to understand	157	9.84%
▪ Could not find what I was looking for	927	58.08%
▪ Error on page	44	2.76%
▪ Multimedia / technical problem	30	1.88%
▪ Outdated information	40	2.51%
▪ Other	344	21.55%
Total	1596	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	343	9.05%
▪ Educator	310	8.18%
▪ Federal government employee	174	4.59%
▪ First responder / law enforcement official	190	5.01%
▪ Government contractor	94	2.48%
▪ International visitor	54	1.43%
▪ Job seeker	194	5.12%
▪ Media representative	21	0.55%
▪ Non-profit staff or volunteer	152	4.01%
▪ Seeking citizenship or immigration information	69	1.82%
▪ State, tribal, territorial or local government representative	84	2.22%
▪ Student	463	12.22%
▪ Traveler (domestic or international)	1042	27.50%
▪ Other	599	15.81%
Total	3789	100%