

DHS.gov Metrics Page

Jan 1, 2014 - Dec 31, 2014

All Sessions
100.00%

Sessions

13,799,138

% of Total: 100.00% (13,799,138)



Users

10,711,742

% of Total: 100.00% (10,711,742)



Pageviews

31,404,343

% of Total: 100.00% (31,404,343)



Unique Pageviews

24,197,515

% of Total: 100.00% (24,197,515)



Avg. Visit Duration

00:02:03

Avg for View: 00:02:03 (0.00%)



Avg. Time on Page

00:01:36

Avg for View: 00:01:36 (0.00%)



Bounce Rate

54.98%

Avg for View: 54.98% (0.00%)



Avg. Pages Per Visitor

2.28

Avg for View: 2.28 (0.00%)



Top Pageviews

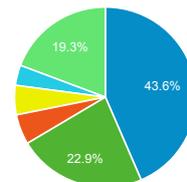
Page Title	Pageviews	Bounce Rate
Homeland Security	3,947,702	53.59%
How Do I? Homeland Security	819,022	39.39%
Careers Homeland Security	798,998	11.66%
Comparison Chart Homeland Security	636,415	54.69%
Check Immigration Case Status Homeland Security	541,992	42.30%
Contact Us Homeland Security	511,183	23.21%
Trusted Traveler Programs Homeland Security	425,152	29.77%
Topics Homeland Security	408,366	38.23%
DHS TRIP Homeland Security	401,942	67.86%
National Terrorism Advisory System Homeland Security	401,734	65.34%

Top Unique Site Searches

Search Term	Total Unique Searches
forms	4,310
jobs	3,850
esta	3,777
internet explorer	3,625
active shooter	3,522
careers	3,301
case status	3,200
global entry	3,064
immigration	2,994
i94	2,539

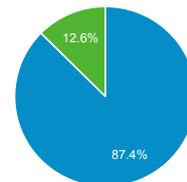
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Web Performance Metrics

Jan 1, 2014 - Dec 31, 2014

All Sessions
100.00%

Visits to DHS.gov

13,799,138

% of Total: 100.00% (13,799,138)



Total Internal Searches

1,011,479

% of Total: 100.00% (1,011,479)



Total External Searches (Google)

7,174,554

% of Total: 51.99% (7,174,554)



Top Internal Searches by Search Term

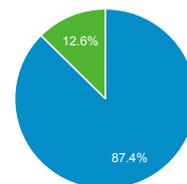
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Top External Searches (Google - as reported)

Keyword	Sessions
(not provided)	2,789,163
homeland security jobs	28,368
uscis case status	11,695
www.uscis.gov	8,541
federal protective service	6,430
cyber security	6,250
us passport	6,198
enhanced driver's license	5,974
security jobs	4,587
e-verify	4,569

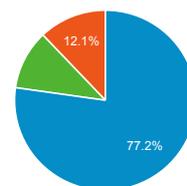
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

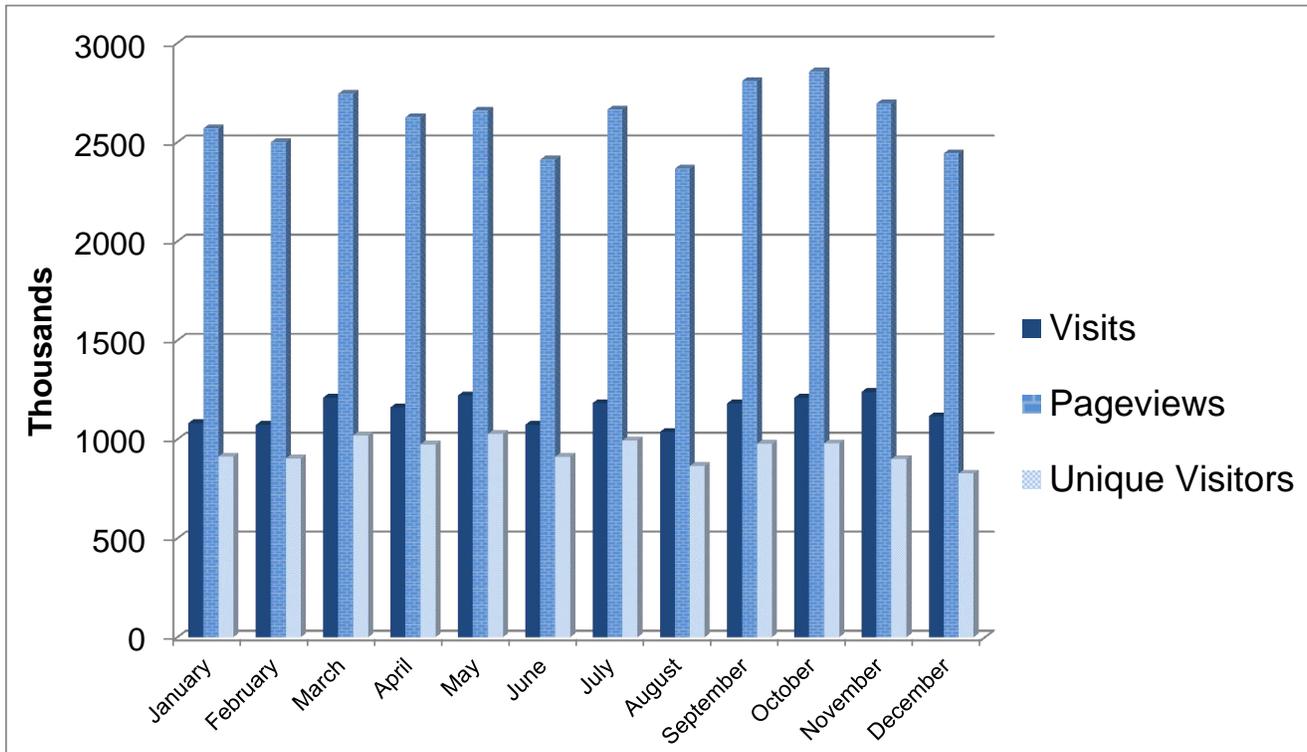


Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



2014 Overview



	Visits	Change	Unique Visitors	Change	Pageviews	Change	Avg. Visit Duration	Change
14-Dec	1,116,924	-10%	827,177	-8%	2,444,567	-9%	1:51	-8%
14-Nov	1,240,209	2%	901,178	-8%	2,696,039	-6%	2:01	-4%
14-Oct	1,211,098	2%	979,785	0%	2,857,425	2%	2:06	2%
14-Sep	1,182,396	14%	977,602	13%	2,809,038	19%	2:04	7%
14-Aug	1,038,112	-12%	865,550	-13%	2,367,129	-11%	1:56	3%
14-Jul	1,183,620	10%	994,008	9%	2,665,129	10%	1:53	-3%
14-Jun	1,074,226	10%	912,012	9%	2,412,888	10%	1:56	-3%
14-May	1,221,982	10%	1,027,193	9%	2,660,300	10%	2:02	-3%
14-Apr	1,162,250	10%	974,386	9%	2,626,941	10%	2:10	-3%
14-Mar	1,211,720	10%	1,020,918	9%	2,744,369	10%	2:10	-3%
14-Feb	1,073,247	10%	903,359	9%	2,500,044	10%	2:12	-3%
14-Jan	1,083,314	10%	913,546	9%	2,570,200	10%	2:13	-3%

Top Landing Pages and Search Queries - 2014

Most Visited Pages: For the annual top landing pages, immigration, careers, and trusted traveler programs ranked high among visitors.

Top Visited DHS.gov Pages: *

Page	Sessions	% New Sessions	Avg. Time on Page (min)	Pages/Session	Bounce Rate
/index.shtm	2,863,651	82.26%	2.86	2.08	53.59%
/comparison-chart	473,015	87.44%	1.40	1.54	54.89%
/how-do-i/check-immigration-case-status	319,705	68.92%	1.76	1.41	42.34%
/careers	313,159	81.21%	3.91	3.07	11.64%
/trusted-traveler-programs	310,580	91.41%	1.47	1.33	29.80%
/dhs-trip	268,263	87.28%	1.95	1.40	65.86%
/national-terrorism-advisory-system	262,693	77.34%	2.00	1.13	65.36%
/crossing-us-borders	256,987	91.83%	1.60	1.21	59.33%
/how-do-i/apply-us-passport	236,178	92.89%	1.36	1.05	40.03%
/dhs-daily-open-source-infrastructure-report	189,618	30.35%	1.55	3.00	28.45%
	5,493,849	79.00%	1.99	1.77	45.13%

Top Search Engine Queries: External and internal search queries continue to follow similar trends.

Top External Search Queries*

(excludes "dhs" and repeating/similar queries)

1. case status
2. immigration
3. careers
4. jobs
5. check my case status
6. global entry
7. esta
8. h4 ead
9. forms
10. internships

Top internal Search Queries*

1. forms
2. jobs
3. esta
4. active shooter
5. careers
6. case status
7. immigration
8. i94
9. global entry
10. threat level

Voice of the Customers

Feedback:

- Careers are difficult to find and understand, for a variety of demographics, particularly veterans.
- NTAS difficult to find and understand.
- The Majority of the open ended feedback pertains to specific content that users could not find, or specific operational components like TSA, ICE, CBP, etc. The web publishing team will make this information available to the various sections so they are aware of the feedback about their content.
- Bad links.
- Difficulty finding information. "Better matching of results when searching with key words or exact phrases."

Complete list available upon request.

* Source: surveymonkey.com

Final Recommendations:

We continue to review and work on recommendations made in previous metrics reports over the past year months and to review and document the success of those improvements through metrics in addition to emerging recommendations and actions.

Recommendations:

- **Careers:** We continue working with OCHCO with to create a more expansive and user-friendly career section of the web site as well as improving the links visibility on the DHS.gov home page.
- **Difficulty Finding Related pages:** Continued to implement more left navigation throughout site.

Actions Taken:

- **Highlighted careers** on the front page.
- **Streamlined careers** web site, reviewed plain language review, and created a microsite.
- **Updated and revised NTAS** pages, including organization of pages.
- **Broken Links:** We are aware of the large number of broken links on dhs.gov and are actively working on a solution to address the problem. Meanwhile, we are fixing/removing broken links as quickly as possible. We are working with components hosted on DHS.gov to audit content in order to update links and content, and remove material that is no longer relevant.
- **Internal Search:** Reviewed top 100 search queries routinely (at least once a month, more during key events, and updated best bets in USA Search and moving currently topical items to the front page slideshow or rotator.
- **A "last updated"** function will be added to each webpage with the July code production update to provide the user.
- **Increasing Visibility:** We have added a Frequently Requested Pages area to our web site, with a link in the home page rotator so that users can quickly find those pages most requested (as measured through ongoing metrics and analytics). This includes a number of links to Dept. of State and USCIS pages regarding immigration, visas and related information.
- **Development and Continuing Efforts:** Added Focus Page, more left navigation, and more microsite efforts to help stakeholders find information and navigate easily within sub-sites.