

DHS.gov Web Performance Metrics

Jun 1, 2014 - Jun 30, 2014

Total Visits

1,074,266

% of Total: 100.00% (1,074,266)



Avg. Visit Duration

00:01:56

Site Avg: 00:01:56 (0.00%)



Pageviews

2,412,888

% of Total: 100.00% (2,412,888)



Unique Visitors

912,012

% of Total: 100.00% (912,012)



Avg. Pages / Visit

2.25

Site Avg: 2.25 (0.00%)



Avg. Time on Page

00:01:33

Site Avg: 00:01:33 (0.00%)



Bounce Rate

55.93%

Site Avg: 55.93% (0.00%)



Top Pages

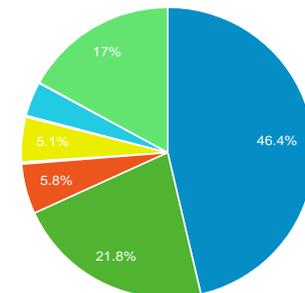
Page Title	Pageviews	Bounce Rate
Homeland Security	298,228	54.48%
How Do I? Homeland Security	66,084	40.81%
Careers Homeland Security	63,724	10.79%
Comparison Chart Homeland Security	61,047	58.27%
Contact Us Homeland Security	47,715	21.07%
Check Immigration Case Status Homeland Security	41,452	50.99%
Crossing U.S. Borders Homeland Security	39,155	59.25%
DHS TRIP Homeland Security	32,442	68.02%
Types of Jobs Homeland Security	28,889	53.42%
Topics Homeland Security	28,875	38.84%

Visits by Social Network

Social Network	Sessions
Facebook	6,571
Twitter	1,369
reddit	792
TripAdvisor	404
Blogger	368
WordPress	141
TypePad	98
Disqus	95
LinkedIn	92
Google+	60

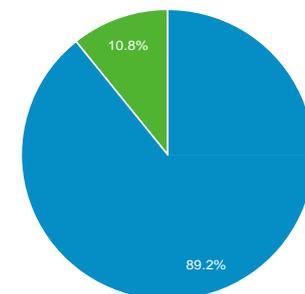
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Web Performance Metrics

Jun 1, 2014 - Jun 30, 2014

Visits to DHS.gov

1,074,266

% of Total: 100.00% (1,074,266)



Total Internal Searches

80,280

% of Total: 100.00% (80,280)



Total External Searches (Google)

571,333

% of Total: 53.18% (1,074,266)



Top Internal Searches by Search Term

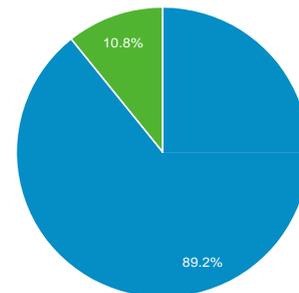
Search Term	Total Unique Searches
forms	356
esta	325
jobs	289
careers	274
active shooter	268
global entry	239
passport	222
i94	217
esta application online	211
visa waiver	189

Top External Searches (Google - as reported)

Keyword	Sessions
homeland security jobs	2,222
uscis case status	1,430
e-verify	846
www.uscis.gov	838
enhanced driver's license	684
us passport	527
deferred action for childhood arrivals	500
federal protective service	494
security jobs	461
e verify	442

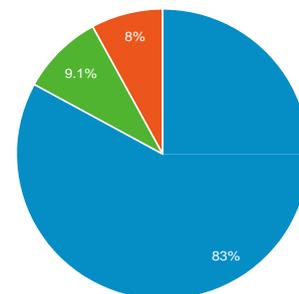
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

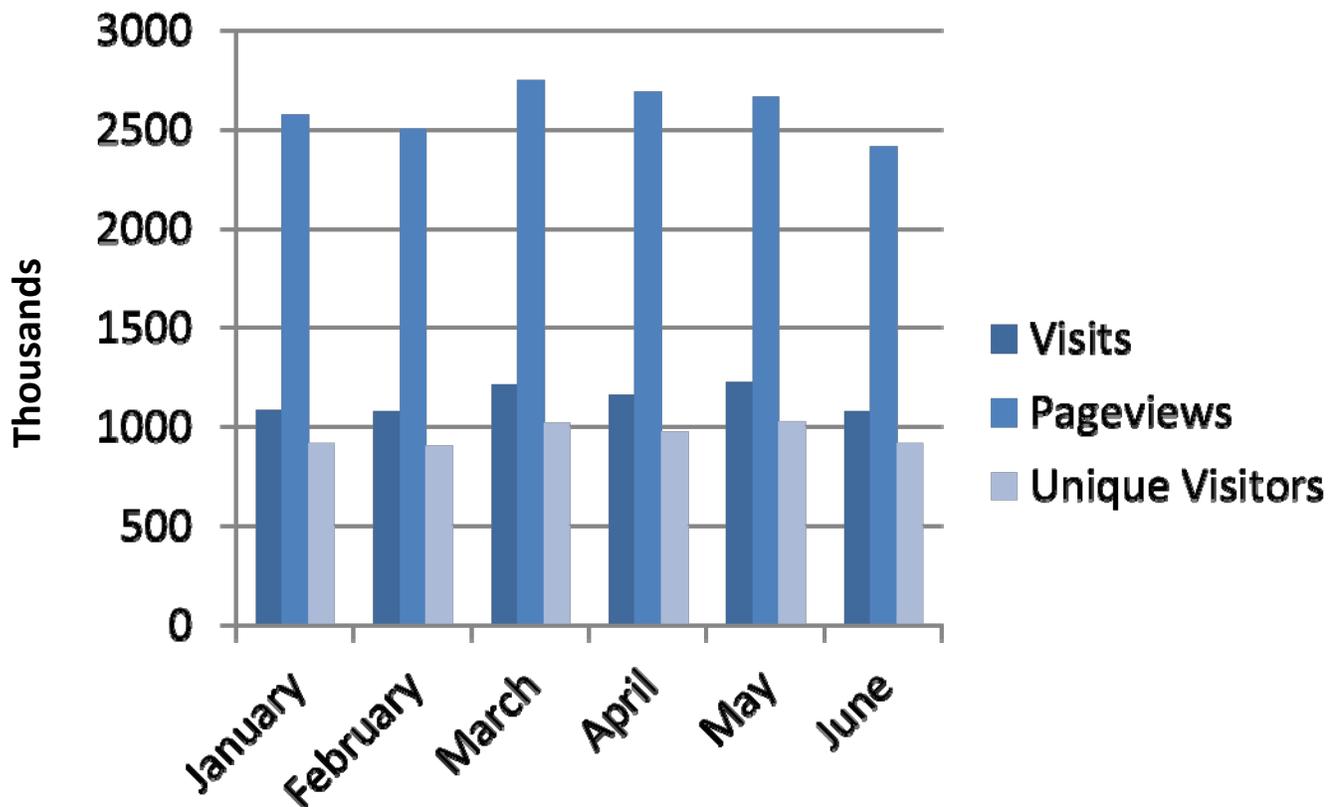


Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Six Month Overview - June 2014



	Visits	Change	Unique Visitors	Change	Pageviews	Change	Avg. Visit Duration	Change
14-Jun	1,074,226	-12%	912,012	-11%	2,412,888	-9%	1:56	-5%
14-May	1,221,982	5%	1,027,193	5%	2,660,300	1%	2:02	-6%
14-Apr	1,162,250	-4%	974,386	-5%	2,626,941	-4%	2:10	0%
14-Mar	1,211,720	13%	1,020,918	13%	2,744,369	10%	2:10	-2%
14-Feb	1,073,247	-1%	903,359	-1%	2,500,044	-3%	2:12	-1%
13-Jan	1,083,314	16%	913,546	26%	2,570,200	19%	2:13	7%

* Source: Google Analytics

Top Landing Pages and Search Queries - June 2014

Most Visited Pages: Overall visitors and pageviews have slightly decreased this month with the majority of top pages remaining constant and careers-related pages and the comparison chart continuing to rank in top ten. Immigration continues to be of top interest to DHS.gov visitors as well.

Top Visited DHS.gov Pages: *

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
/index.shtm	297,981	241,483	1:18	214,869	54.47%
/careers	63,613	48,602	0:27	25,903	10.79%
/comparison-chart	61,031	49,585	5:14	46,618	58.26%
/contact-us	47,702	28,957	0:32	7,671	21.04%
/how-do-i/by-type	46,656	36,099	0:39	1,432	39.15%
/how-do-i/check-immigration-case-status	41,439	29,419	2:48	24,759	50.98%
/crossing-us-borders	39,152	30,994	3:02	30,109	59.25%
/dhs-trip	30,670	24,924	1:58	22,411	66.06%
/types-jobs	28,892	20,839	1:27	1,106	53.42%
/topics	28,845	23,018	0:36	1,150	38.84%
Total for site:	2,412,888	1,860,079	1:33	1,072,843	55.93%

Top Search Engine Queries: External and internal search queries continue to follow similar trends as in previous months with enhanced driver's license emerging as a top external query for the month of March as highlighted below in yellow.

Top External Search Queries*

(excludes "dhs" and repeating/similar queries)

1	homeland security jobs
2	uscis case studies
3	e-verify
4	www.uscis.gov
5	enhanced driver's license
6	us passport
7	deferred action for childhood
8	federal protective service
9	security jobs
10	e verify

Top internal Search Queries*

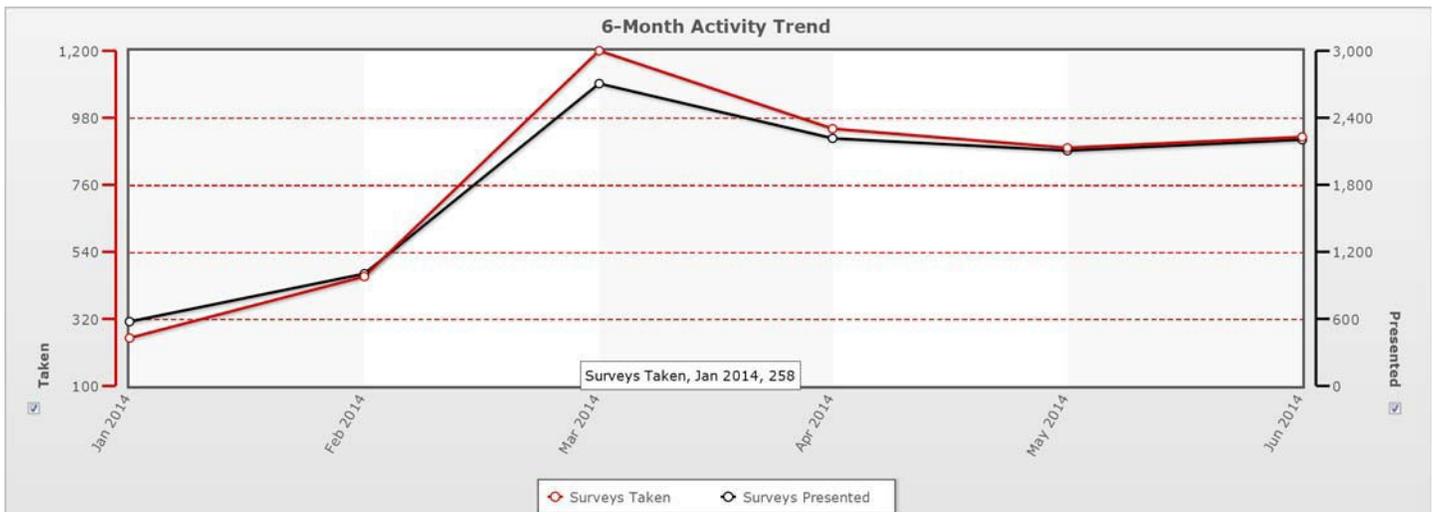
1	forms
2	esta
3	jobs
4	careers
5	active shooter
6	global entry
7	passport
8	i94
9	esta application online
10	visa waiver

*Source: Google Analytics

Customer Satisfaction - June 2014

Foresee Survey Activity: The number of surveys present and taken are beginning to rise due to an increase in sampling size

Surveys Taken	916
Surveys Presented	2,198
Percentage Taken	41,67%
Total Surveys Taken	14,338
Total Surveys Presented	31,072
Total Percentage Taken	46.14%



Foresee Score: The overall customer satisfaction score fell from 71 to 70 for the month of June. There were no marked changes for individual elements.

Elements	Score	Customer Satisfaction	Future Behaviors	Score
		70		
Content	77		Likelihood to Return	78
Functionality	75		Organization Satisfaction	71
Look and Feel	76		Primary Resource	72
Navigaion	70		Recommend	73
Online Transparency	75		Trust	72
Search	69			
Site Performance	84			

* Source: foresee.com

Voice of the Customers

Feedback:

- Put the "careers" option on the home page for easy and quick access.
- If links within site are no longer current/valid, remove them from menu options.
- Improve the search, Better filters -- Be more specific
- Selecting to use the widget for NTAS does not give you a widget that works. It is just a widget to repeat what is already shown.
- 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.

Complete list available upon request

* Source: foresee.com

Final Recommendations:

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

Recommendations:

- **Careers:** We are working with OCHCO on creating 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.
- **NTAS Widget:** Currently the link to the NTAS widget on the DHS.gov home page gives different experiences depending what you click on. If you click on the graphic, it goes to the NTAS Alert page. If you click on the text link, it goes to a page depicting the widget itself. Work with developers to have a consistent experience and make it easy for users to learn how to add the widget to their own pages.

Actions Taken:

- **Ongoing:**

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. In the meantime we are locating and fixing/removing broken links as fast as possible. We are working with components hosted on DHS.gov to do content audits in order to update content and links and remove material that is no longer relevant.

Internal Search: Review top 100 search queries over the past 6 months and enhance the search results to ensure the appropriate pages are being offered for each query.

- A "last updated" function will be added to each webpage with the July code production update to provide the user