

All Sessions  
100.00%

Sessions

**23,032,449**

% of Total: 100.00% (23,032,449)



Users

**14,003,667**

% of Total: 100.00% (14,003,667)



Pageviews

**43,223,620**

% of Total: 100.00% (43,223,620)



Unique Pageviews

**33,580,902**

% of Total: 100.00% (33,580,902)



Avg. Visit Duration

**00:01:47**

Avg for View: 00:01:47 (0.00%)



Avg. Time on Page

**00:02:02**

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



Bounce Rate

**62.32%**

Avg for View: 62.32% (0.00%)



Avg. Pages Per Visitor

**1.88**

Avg for View: 1.88 (0.00%)



Top Pageviews

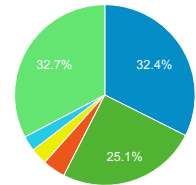
Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	9,348,401	81.56%
Homeland Security	3,624,532	55.79%
Comparison Chart   Homeland Security	1,387,679	55.99%
How Do I?   Homeland Security	832,949	16.29%
Check Immigration Case Status   Homeland Security	813,274	33.83%
Trusted Traveler Programs   Homeland Security	761,863	27.40%
National Terrorism Advisory System   Homeland Security	476,419	62.93%
Search Job Postings   Homeland Security	458,418	31.39%
About DHS   Homeland Security	429,622	39.38%
Contact Us   Homeland Security	400,881	26.03%

Top Unique Site Searches

Search Term	Total Unique Searches
careers	6,226
active shooter	5,497
jobs	5,140
ups uniform alert	4,944
case status	4,893
esta	4,771
global entry	4,133
forms	3,605
passport	3,133
i94	2,940

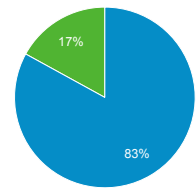
Visits by Source

google (direct) dhs.gov  
bing yahoo Other



New vs. Returned Visitors

New Visitor Returning Visitor





Visits to DHS.gov

**23,032,449**

% of Total: 100.00% (23,032,449)



Total Internal Searches

**1,105,502**

% of Total: 100.00% (1,105,502)



Total External Searches (Google)

**7,686,633**

% of Total: 33.37% (7,686,633)



Top Internal Searches by Search Term

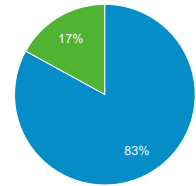
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case status	4,893
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passport	3,133
i94	2,940

Top External Searches (Google - as reported)

Keyword	Sessions
passport	15,366
us passport	14,603
uscis case status	13,007
homeland security jobs	12,488
(not set)	6,235
passport application	5,996
us passport application	4,807
cyber security	4,487
enhanced driver's license	3,708
federal protective service	3,384

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

All Sessions  
100.00%

Total Visits

**23,032,449**

% of Total: 100.00% (23,032,449)



Avg. Visit Duration

**00:01:47**

Avg for View: 00:01:47 (0.00%)



Pageviews

**43,223,620**

% of Total: 100.00% (43,223,620)



Unique Visitors

**14,003,667**

% of Total: 100.00% (14,003,667)



Avg. Pages / Visit

**1.88**

Avg for View: 1.88 (0.00%)



Avg. Time on Page

**00:02:02**

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



Bounce Rate

**62.32%**

Avg for View: 62.32% (0.00%)



Top Pages

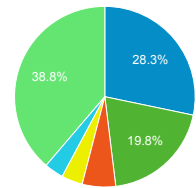
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About DHS   Homeland Security	429,622	39.38%
Contact Us   Homeland Security	400,881	26.03%

Visits by Social Network

Social Network	Sessions
Facebook	239,935
Blogger	67,674
Twitter	42,927
reddit	11,506
TripAdvisor	7,412
LinkedIn	6,238
Weebly	4,216
Stack Exchange	2,468
TypePad	1,808
Disqus	869

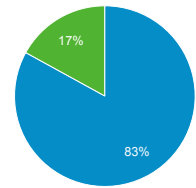
Visits by Source

google (direct) dhsconnect.dhs.gov ncnewsonline.com dhs.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



# 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: surveymonkey.com

## **Final 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.

## **Recommendations:**

- **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.

## **Actions Taken:**

- **Increase Visibility:** We continue to update our Frequently Requested Pages area to our web site each month according to our web metrics analysis. We also continue to add both internal and external links to our rotational banners, blogs and multimedia to help our readers find content quickly and easily.
- **Broken Links:** We continue to work with components hosted on DHS.gov to audit content and update content and links and remove material that is no longer relevant.

## DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2015 – 12/31/2015

# Top Landing Pages and Search Queries – 2015

**Most Visited Pages:** For the year of 2015, the National Terrorism Advisory System, Trusted Traveler, Immigration Case Status, and Passport Applications topped the most visited landing pages on DHS.gov.

### Top 10 Visited DHS.gov Landing Pages:\*

Page	Sessions	Percent New Sessions	New Users	Bounce Rate	Pages per Session
/ntas/index.shtm	5,101,364	36.62	1,868,373	83.50%	1.36
/index.shtm	2,781,262	78.41	2,180,857	55.84%	2.59
/ntas	1,175,503	15.41	181,189	73.20%	1.50
/comparison-chart?CLK=RRDTHXT1	617,294	85.62	528,497	63.25%	1.18
/how-do-i/check-immigration-case-status	543,642	67.06	364,568	33.92%	1.70
/comparison-chart	490,659	81.52	400,001	47.98%	1.38
/trusted-traveler-programs	414,700	86.66	359,391	29.41%	1.49
/how-do-i/apply-us-passport	311,563	89.40	278,530	24.06%	1.35
/national-terrorism-advisory-system	303,505	72.15	218,976	62.98%	2.06
/dhs-trip	293,174	85.26	249,957	68.36%	1.74
<b>Totals and Averages</b>	12,032,666	69.81	6,630,339	54.25%	1.64

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

Top Internal Search Queries* (excludes "dhs" and repeating/similar queries)	Top External Search Queries* (excludes "dhs" and repeating/similar queries)
careers	passport
active shooter	us passport
jobs	uscis case status
ups uniform alert	homeland security jobs
case status	(not set)
esta	passport application
global entry	us passport application
forms	cyber security
passport	enhanced driver's license
I94	federal protective service

\*Source: Google Analytics

# DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2015 - 12/31/2015

## Overall Customer Satisfaction Score

**70.19**

### How would you rate your overall experience today?

**65.25**

Answer Choices	Responses	Points	Score
▪ Outstanding	4467	100	446700
▪ Above Average	6382	75	478650
▪ Average	6348	50	317400
▪ Below Average	1292	25	32300
▪ Poor	1052	0	0
<b>Total</b>	<b>19541</b>		<b>1275050</b>

### Were you able to complete the purpose of your visit?

**59.85**

Answer Choices	Responses	Points	Score
▪ Yes	11696	100	1169600
▪ No	7845	0	0
<b>Total</b>	<b>19541</b>		<b>1169600</b>

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

**87.41**

Answer Choices	Responses	Points	Score
▪ Yes	17080	100	1708000
▪ No	2461	0	0
<b>Total</b>	<b>19541</b>		<b>1708000</b>

### Will you recommend this website to a friend or colleague?

**81.94**

Answer Choices	Responses	Points	Score
▪ Yes	16011	100	1601100
▪ No	3530	0	0
<b>Total</b>	<b>19541</b>		<b>1601100</b>

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

**63.06**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	11457	100	1145700
▪ Had technical difficulties (e.g. error messages, broken links)	909	0	0
▪ Links did not take me where I expected	1152	0	0
▪ Links / labels are difficult to understand, they are not intuitive	531	0	0
▪ Navigated to general area but couldn't find the specific content needed	2995	0	0
▪ Too many links or navigational choices	592	0	0
▪ Would often feel lost, not know where I was	532	0	0
<b>Total</b>	<b>18168</b>		<b>1145700</b>

### How was your experience using our site search?

**55.41**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	5155	100	515500
▪ I was not sure what words to use in my search	822	0	0
▪ Results were not helpful	1529	0	0
▪ Results were not relevant to my search terms or needs	861	0	0
▪ Results were too similar / redundant	251	0	0
▪ Returned not enough or no results	504	0	0
▪ Returned too many results	182	0	0
<b>Total</b>	<b>9304</b>		<b>515500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2015 - 12/31/2015

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	614	3.14%
▪ Contact information	1258	6.44%
▪ Contracting opportunities	368	1.88%
▪ Cybersecurity	1695	8.67%
▪ Disaster assistance	517	2.65%
▪ Email, RSS feeds, or subscription services	277	1.42%
▪ Forms or publications	1262	6.46%
▪ Human trafficking	430	2.20%
▪ Immigration and citizenship	1457	7.46%
▪ Information about DHS (leadership, history, etc.)	1705	8.73%
▪ Jobs / career information	4039	20.67%
▪ Law enforcement	963	4.93%
▪ News	1178	6.03%
▪ Photographs	52	0.27%
▪ Small business resources	181	0.93%
▪ Training	1397	7.15%
▪ Travel	1967	10.07%
▪ Videos	181	0.93%
<b>Total</b>	<b>19541</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	410	4.90%
▪ Content wasn't easy to understand	608	7.27%
▪ Could not find what I was looking for	4603	55.05%
▪ Error on page	287	3.43%
▪ Multimedia / technical problem	170	2.03%
▪ Outdated information	298	3.56%
▪ Other	1985	23.74%
<b>Total</b>	<b>8361</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	1969	10.08%
▪ Educator	1139	5.83%
▪ Federal government employee	1730	8.85%
▪ First responder / law enforcement official	1168	5.98%
▪ Government contractor	900	4.61%
▪ International visitor	363	1.86%
▪ Job seeker	2494	12.76%
▪ Media representative	107	0.55%
▪ Non-profit staff or volunteer	599	3.07%
▪ Seeking citizenship or immigration information	594	3.04%
▪ State, tribal, territorial or local government representative	547	2.80%
▪ Student	3357	17.18%
▪ Traveler (domestic or international)	1752	8.97%
▪ Other	2822	14.44%
<b>Total</b>	<b>19541</b>	<b>100%</b>