

DHS.gov Web Performance Metrics

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Total Visits

7,820,971

% of Total: 100.00% (7,820,971)



Avg. Visit Duration

00:00:59

Avg for View: 00:00:59 (0.00%)



Pageviews

13,355,944

% of Total: 100.00% (13,355,944)



Unique Visitors

6,355,983

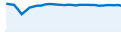
% of Total: 100.00% (6,355,983)



Avg. Pages / Visit

1.71

Avg for View: 1.71 (0.00%)



Avg. Time on Page

00:01:22

Avg for View: 00:01:22 (0.00%)



Bounce Rate

52.90%

Avg for View: 52.90% (0.00%)



Top Pages

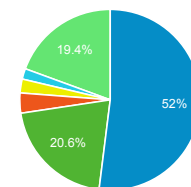
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	493,137	45.70%
REAL ID Frequently Asked Questions Homeland Security	327,071	80.21%
Indicators of Human Trafficking Homeland Security	242,198	93.39%
#WearBlueDay Homeland Security	119,642	88.77%
Website Privacy Policy Homeland Security	105,329	76.51%
National Terrorism Advisory System Homeland Security	103,656	50.26%
REAL ID Documentation Homeland Security	89,343	47.76%
Learn What I Can Bring on the Plane Homeland Security	79,676	60.07%
What is Suspicious Activity? Homeland Security	71,486	92.34%
Redirection page Homeland Security	63,847	48.48%

Visits by Social Network

Social Network	Sessions
Facebook	1,750,647
Twitter	18,680
LinkedIn	5,495
YouTube	1,846
Blogger	1,443
Quora	764
Instagram	590
reddit	334
Instagram Stories	235
Sina Weibo	174

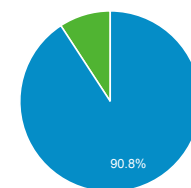
Visits by Source

(direct) google
snapchat.com Inks.gd
tsa.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Visits to DHS.gov

7,820,971

% of Total: 100.00% (7,820,971)



Total Internal Searches

84,776

% of Total: 100.00% (84,776)



Total External Searches (Google)

1,086,840

% of Total: 13.90% (1,086,840)

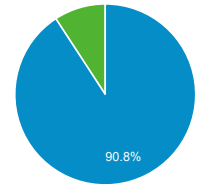


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	1,142	0
real id	925	0
global entry application	748	0
careers	689	0
global entry application status	669	0
esta	532	0
esta application	512	0
i-9 form	473	0
esta status	354	0
jobs	354	0

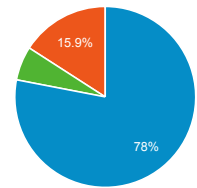
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	97,513
Homeland Security Home	88,555
REAL ID Frequently Asked Questions Homeland Security	83,732
Learn What I Can Bring on the Plane Homeland Security	63,512
National Terrorism Advisory System Homeland Security	32,504
National Terrorism Advisory System Bulletin - January 4, 2020 Homeland Security	30,063
What Is Human Trafficking? Homeland Security	27,071
Apply for a U.S. Passport Homeland Security	15,081
Search Job Postings Homeland Security	14,923
Immigration Data & Statistics Homeland Security	11,694

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2020- 01/31/2020

Overall Customer Satisfaction Score

69.07

How would you rate your overall experience today?

65.75

Answer Choices	Responses	Points	Score
▪ Outstanding	850	100	85000
▪ Above Average	805	75	60375
▪ Average	860	50	43000
▪ Below Average	216	25	5400
▪ Poor	216	0	0
Total	2947		193775

Were you able to complete the purpose of your visit?

60.26

Answer Choices	Responses	Points	Score
▪ Yes	1776	100	177600
▪ No	1171	0	0
Total	2947		177600

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

85.78

Answer Choices	Responses	Points	Score
▪ Yes	2528	100	252800
▪ No	419	0	0
Total	2947		252800

Will you recommend this website to a friend or colleague?

79.50

Answer Choices	Responses	Points	Score
▪ Yes	2343	100	234300
▪ No	604	0	0
Total	2947		234300

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

61.44

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1686	100	168600
▪ Had technical difficulties (e.g. error messages, broken links)	103	0	0
▪ Links did not take me where I expected	89	0	0
▪ Links / labels are difficult to understand, they are not intuitive	258	0	0
▪ Navigated to general area but couldn't find the specific content needed	440	0	0
▪ Too many links or navigational choices	70	0	0
▪ Would often feel lost, not know where I was	98	0	0
Total	2744		168600

How was your experience using our site search?

53.08

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	775	100	77500
▪ I was not sure what words to use in my search	109	0	0
▪ Results were not helpful	278	0	0
▪ Results were not relevant to my search terms or needs	147	0	0
▪ Results were too similar / redundant	40	0	0
▪ Returned not enough or no results	81	0	0
▪ Returned too many results	30	0	0
Total	1460		77500

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2020- 01/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	87	2.95%
▪ Contact information	178	6.04%
▪ Contracting opportunities	31	1.05%
▪ Cybersecurity	238	8.08%
▪ Disaster assistance	48	1.63%
▪ Email, RSS feeds, or subscription services	51	1.73%
▪ Forms or publications	254	8.62%
▪ Human trafficking	289	9.81%
▪ Immigration and citizenship	187	6.35%
▪ Information about DHS (leadership, history, etc.)	146	4.95%
▪ Jobs / career information	255	8.65%
▪ Law enforcement	114	3.87%
▪ News	290	9.84%
▪ Photographs	9	0.31%
▪ Small business resources	17	0.58%
▪ Training	206	6.99%
▪ Travel	527	17.88%
▪ Videos	20	0.68%
Total	2947	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	49	4.58%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	722	67.48%
▪ Error on page	37	3.46%
▪ Multimedia / technical problem	21	1.96%
▪ Outdated information	33	3.08%
▪ Other	208	19.44%
Total	1070	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	255	8.65%
▪ Educator	204	6.92%
▪ Federal government employee	188	6.38%
▪ First responder / law enforcement official	175	5.94%
▪ Government contractor	104	3.53%
▪ International visitor	53	1.80%
▪ Job seeker	188	6.38%
▪ Media representative	20	0.68%
▪ Non-profit staff or volunteer	129	4.38%
▪ Seeking citizenship or immigration information	77	2.61%
▪ State, tribal, territorial or local government representative	79	2.68%
▪ Student	342	11.61%
▪ Traveler (domestic or international)	457	15.51%
▪ Other	676	22.94%
Total	2947	100%