

DHS.gov Web Performance Metrics

Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Sessions

Total Visits

5,080,048

% of Total: 100.00% (5,080,048)



Avg. Visit Duration

00:01:10

Avg for View: 00:01:10 (0.00%)



Pageviews

10,003,816

% of Total: 100.00% (10,003,816)



Unique Visitors

3,827,210

% of Total: 100.00% (3,827,210)



Avg. Pages / Visit

1.97

Avg for View: 1.97 (0.00%)



Avg. Time on Page

00:01:12

Avg for View: 00:01:12 (0.00%)



Bounce Rate

43.22%

Avg for View: 43.22% (0.00%)



Top Pages

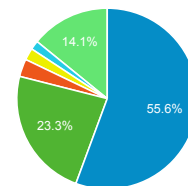
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	571,889	38.33%
REAL ID Frequently Asked Questions Homeland Security	373,207	79.94%
Website Privacy Policy Homeland Security	114,507	72.97%
REAL ID Documentation Homeland Security	111,326	45.27%
DHS Issues Supplemental Instructions For Inbound Flights With Individuals Who Have Been In China Homeland Security	78,380	77.34%
Learn What I Can Bring on the Plane Homeland Security	70,988	60.03%
What is Suspicious Activity? Homeland Security	55,901	91.59%
Indicators of Human Trafficking Homeland Security	50,132	90.84%
Redirection page Homeland Security	47,228	42.70%
Search Job Postings Homeland Security	44,219	25.29%

Visits by Social Network

Social Network	Sessions
Facebook	36,510
Twitter	8,928
LinkedIn	2,286
Blogger	1,181
YouTube	479
reddit	461
Quora	329
Instagram	203
Weebly	151
TypePad	124

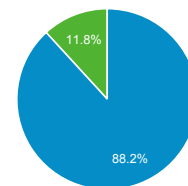
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Feb 24, 2020 - Mar 1, 2020

All Users
100.00% Sessions

Visits to DHS.gov

1,311,484

% of Total: 100.00% (1,311,484)



Total Internal Searches

26,428

% of Total: 100.00% (26,428)



Total External Searches (Google)

279,540

% of Total: 21.31% (279,540)

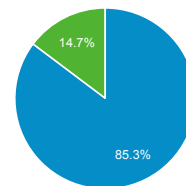


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
coronavirus	1,640	0
coronavirus learn how to stay safe	368	0
coronavirus preparation	322	0
real id	279	0
Coronavirus	214	0
global entry application	200	0
corona virus	171	0
global entry	161	0
pandemic	129	0
active shooter	121	0

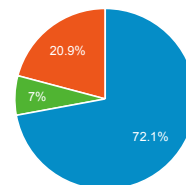
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	31,881
Homeland Security Home	27,479
REAL ID Frequently Asked Questions Homeland Security	26,893
Learn What I Can Bring on the Plane Homeland Security	15,074
What Is Human Trafficking? Homeland Security	7,239
DHS Issues Supplemental Instructions For Inbound Flights With Individuals Who Have Been In China Homeland Security	4,866
Apply for a U.S. Passport Homeland Security	3,880
Check Immigration Case Status Homeland Security	3,680
Immigration Data & Statistics Homeland Security	3,419
Check Wait Times Homeland Security	3,173

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2020- 02/29/2020

Overall Customer Satisfaction Score

66.25

How would you rate your overall experience today?

64.44

Answer Choices	Responses	Points	Score
▪ Outstanding	622	100	62200
▪ Above Average	706	75	52950
▪ Average	785	50	39250
▪ Below Average	188	25	4700
▪ Poor	168	0	0
Total	2469		159100

Were you able to complete the purpose of your visit?

56.10

Answer Choices	Responses	Points	Score
▪ Yes	1385	100	138500
▪ No	1084	0	0
Total	2469		138500

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

82.54

Answer Choices	Responses	Points	Score
▪ Yes	2038	100	203800
▪ No	431	0	0
Total	2469		203800

Will you recommend this website to a friend or colleague?

76.27

Answer Choices	Responses	Points	Score
▪ Yes	1883	100	188300
▪ No	586	0	0
Total	2469		188300

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

58.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1327	100	132700
▪ Had technical difficulties (e.g. error messages, broken links)	76	0	0
▪ Links did not take me where I expected	89	0	0
▪ Links / labels are difficult to understand, they are not intuitive	211	0	0
▪ Navigated to general area but couldn't find the specific content needed	389	0	0
▪ Too many links or navigational choices	71	0	0
▪ Would often feel lost, not know where I was	104	0	0
Total	2267		132700

How was your experience using our site search?

52.62

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	692	100	69200
▪ I was not sure what words to use in my search	116	0	0
▪ Results were not helpful	234	0	0
▪ Results were not relevant to my search terms or needs	124	0	0
▪ Results were too similar / redundant	37	0	0
▪ Returned not enough or no results	85	0	0
▪ Returned too many results	27	0	0
Total	1315		69200

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2020- 02/29/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	107	4.33%
▪ Contact information	151	6.12%
▪ Contracting opportunities	43	1.74%
▪ Cybersecurity	126	5.10%
▪ Disaster assistance	54	2.19%
▪ Email, RSS feeds, or subscription services	18	0.73%
▪ Forms or publications	238	9.64%
▪ Human trafficking	145	5.87%
▪ Immigration and citizenship	181	7.33%
▪ Information about DHS (leadership, history, etc.)	162	6.56%
▪ Jobs / career information	249	10.09%
▪ Law enforcement	90	3.65%
▪ News	129	5.22%
▪ Photographs	10	0.41%
▪ Small business resources	21	0.85%
▪ Training	145	5.87%
▪ Travel	585	23.69%
▪ Videos	15	0.61%
Total	2469	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	34	3.52%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	656	67.91%
▪ Error on page	24	2.48%
▪ Multimedia / technical problem	18	1.86%
▪ Outdated information	29	3.00%
▪ Other	205	21.22%
Total	966	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	202	8.18%
▪ Educator	170	6.89%
▪ Federal government employee	181	7.33%
▪ First responder / law enforcement official	120	4.86%
▪ Government contractor	73	2.96%
▪ International visitor	52	2.11%
▪ Job seeker	168	6.80%
▪ Media representative	14	0.57%
▪ Non-profit staff or volunteer	86	3.48%
▪ Seeking citizenship or immigration information	69	2.79%
▪ State, tribal, territorial or local government representative	36	1.46%
▪ Student	329	13.33%
▪ Traveler (domestic or international)	486	19.68%
▪ Other	483	19.56%
Total	2469	100%