

DHS.gov Web Performance Metrics

Mar 1, 2020 - Mar 31, 2020

All Users
100.00% Sessions

Total Visits

6,587,632

% of Total: 100.00% (6,587,632)



Avg. Visit Duration

00:01:09

Avg for View: 00:01:09 (0.00%)



Pageviews

12,481,249

% of Total: 100.00% (12,481,249)



Unique Visitors

5,055,351

% of Total: 100.00% (5,055,351)



Avg. Pages / Visit

1.89

Avg for View: 1.89 (0.00%)



Avg. Time on Page

00:01:16

Avg for View: 00:01:16 (0.00%)



Bounce Rate

46.49%

Avg for View: 46.49% (0.00%)

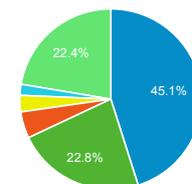


Top Pages

Page Title	Pageviews	Bounce Rate
Homeland Security Acting Secretary Chad F. Wolf's Statement on Presidential Proclamation To Protect the Homeland from Travel-Related Coronavirus Spread Homeland Security	720,357	80.27%
Coronavirus (COVID-19) Homeland Security	313,069	59.72%
REAL ID Homeland Security	273,542	47.53%
Department of Homeland Security Outlines New Process for Americans Returning from Certain European Countries, China, and Iran Homeland Security	233,472	74.71%
REAL ID Frequently Asked Questions Homeland Security	172,901	81.10%
Notices of Arrival Restrictions Due to Coronavirus Homeland Security	159,906	42.64%
DHS Issues Supplemental Instructions for Inbound Flights with Individuals Who Have Been In China Homeland Security	153,468	70.95%
Press Releases Homeland Security	143,844	63.25%
News & Updates Homeland Security	119,447	37.66%
What Is Human Trafficking? Homeland Security	101,809	86.31%

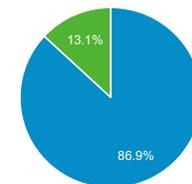
Visits by Source

■ (direct)
 ■ google
 ■ m.facebook.com
 ■ travel.state.gov
 ■ dhs.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	254,172
Twitter	65,697
LinkedIn	4,135
TripAdvisor	2,750
reddit	2,661
Blogger	1,612
Hacker News	730
YouTube	611
Instagram	440
Quora	311

DHS.gov Search Performance Metrics

Mar 1, 2020 - Mar 31, 2020

All Users
100.00% Sessions

Visits to DHS.gov

6,587,632

% of Total: 100.00% (6,587,632)



Total Internal Searches

152,746

% of Total: 100.00% (152,746)



Total External Searches (Google)

1,327,545

% of Total: 20.15% (1,327,545)

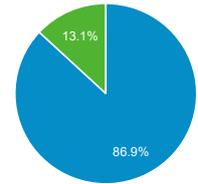


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
essential business list covid 19	5,422	0
essential business list	5,286	0
critical infrastructure in dustry list	2,660	0
coronavirus	2,524	0
essential businesses	1,796	0
essential businesses list	1,711	0
covid-19	1,457	0
critical infrastructure in dustry	1,135	0
list of essential busines ses	1,101	0
essential business	1,067	0

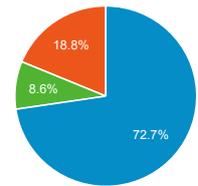
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	265,070
Coronavirus (COVID-19) Homeland Security	79,191
REAL ID Homeland Security	65,941
REAL ID Frequently Asked Questions Homeland Security	57,622
Department of Homeland Security Outlines New Process for Americans Returning from Certain European Countries, China, and Iran Homeland Security	54,590
Homeland Security Acting Secretary Chad F. Wolf's Statement on Presidential Proclamation To Protect the Homeland from Travel-Related Coronavirus Spread Homeland Security	41,713
Learn What I Can Bring on the Plane Homeland Security	31,937
Press Releases Homeland Security	29,718
What Is Human Trafficking? Homeland Security	24,059
News & Updates Homeland Security	23,381

DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2020- 03/31/2020

Overall Customer Satisfaction Score

65.58

How would you rate your overall experience today?

63.30

Answer Choices	Responses	Points	Score
▪ Outstanding	671	100	67100
▪ Above Average	746	75	55950
▪ Average	851	50	42550
▪ Below Average	207	25	5175
▪ Poor	223	0	0
Total	2698		170775

Were you able to complete the purpose of your visit?

52.19

Answer Choices	Responses	Points	Score
▪ Yes	1408	100	140800
▪ No	1290	0	0
Total	2698		140800

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

84.25

Answer Choices	Responses	Points	Score
▪ Yes	2273	100	227300
▪ No	425	0	0
Total	2698		227300

Will you recommend this website to a friend or colleague?

77.76

Answer Choices	Responses	Points	Score
▪ Yes	2098	100	209800
▪ No	600	0	0
Total	2698		209800

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

59.24

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1468	100	146800
▪ Had technical difficulties (e.g. error messages, broken links)	62	0	0
▪ Links did not take me where I expected	76	0	0
▪ Links / labels are difficult to understand, they are not intuitive	207	0	0
▪ Navigated to general area but couldn't find the specific content needed	505	0	0
▪ Too many links or navigational choices	74	0	0
▪ Would often feel lost, not know where I was	86	0	0
Total	2478		146800

How was your experience using our site search?

48.47

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	714	100	71400
▪ I was not sure what words to use in my search	135	0	0
▪ Results were not helpful	300	0	0
▪ Results were not relevant to my search terms or needs	181	0	0
▪ Results were too similar / redundant	37	0	0
▪ Returned not enough or no results	72	0	0
▪ Returned too many results	34	0	0
Total	1473		71400

DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2020- 03/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	242	8.97%
▪ Contact information	174	6.45%
▪ Contracting opportunities	52	1.93%
▪ Cybersecurity	94	3.48%
▪ Disaster assistance	133	4.93%
▪ Email, RSS feeds, or subscription services	36	1.33%
▪ Forms or publications	206	7.64%
▪ Human trafficking	97	3.60%
▪ Immigration and citizenship	181	6.71%
▪ Information about DHS (leadership, history, etc.)	126	4.67%
▪ Jobs / career information	242	8.97%
▪ Law enforcement	67	2.48%
▪ News	283	10.49%
▪ Photographs	4	0.15%
▪ Small business resources	56	2.08%
▪ Training	126	4.67%
▪ Travel	559	20.72%
▪ Videos	20	0.74%
Total	2698	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	30	2.49%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	851	70.68%
▪ Error on page	24	1.99%
▪ Multimedia / technical problem	17	1.41%
▪ Outdated information	76	6.31%
▪ Other	206	17.11%
Total	1204	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	311	11.53%
▪ Educator	162	6.00%
▪ Federal government employee	156	5.78%
▪ First responder / law enforcement official	127	4.71%
▪ Government contractor	86	3.19%
▪ International visitor	86	3.19%
▪ Job seeker	183	6.78%
▪ Media representative	10	0.37%
▪ Non-profit staff or volunteer	92	3.41%
▪ Seeking citizenship or immigration information	74	2.74%
▪ State, tribal, territorial or local government representative	43	1.59%
▪ Student	288	10.67%
▪ Traveler (domestic or international)	462	17.12%
▪ Other	618	22.91%
Total	2698	100%