

DHS.gov Web Performance Metrics

Apr 1, 2020 - Apr 30, 2020

All Users
100.00% Sessions

Total Visits

4,456,736

% of Total: 100.00% (4,456,736)



Avg. Visit Duration

00:01:12

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



Pageviews

8,747,927

% of Total: 100.00% (8,747,927)



Unique Visitors

3,283,294

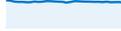
% of Total: 100.00% (3,283,294)



Avg. Pages / Visit

1.96

Avg for View: 1.96 (0.00%)



Avg. Time on Page

00:01:15

Avg for View: 00:01:15 (0.00%)



Bounce Rate

44.17%

Avg for View: 44.17% (0.00%)

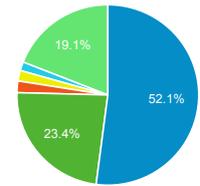


Top Pages

Page Title	Pageviews	Bounce Rate
Coronavirus (COVID-19) Homeland Security	126,655	49.88%
What Is Human Trafficking? Homeland Security	98,392	88.09%
REAL ID Homeland Security	89,763	56.64%
Website Privacy Policy Homeland Security	72,071	80.66%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	62,722	55.65%
Fact Sheet: DHS Notice of Arrival Restrictions on China, Iran and Certain Countries of Europe Homeland Security	59,798	59.89%
Department of Homeland Security Outlines New Process for Americans Returning from Certain European Countries, China, and Iran Homeland Security	59,498	73.38%
Acting Secretary Chad Wolf Statement on Non-Essential Travel Homeland Security	55,758	72.06%
Coronavirus News & Updates Homeland Security	54,224	35.49%
William N. Bryan Homeland Security	54,104	90.14%

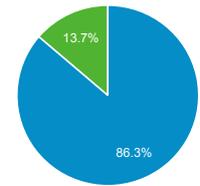
Visits by Source

(direct) google dhs.gov
bing facebook.com
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	27,859
Twitter	12,359
LinkedIn	2,872
Blogger	1,549
YouTube	849
reddit	342
Quora	315
Instagram	198
TripAdvisor	126
TypePad	109

DHS.gov Search Performance Metrics

Apr 1, 2020 - Apr 30, 2020

All Users
100.00% Sessions

Visits to DHS.gov

4,456,736

% of Total: 100.00% (4,456,736)



Total Internal Searches

98,894

% of Total: 100.00% (98,894)



Total External Searches (Google)

875,857

% of Total: 19.65% (875,857)

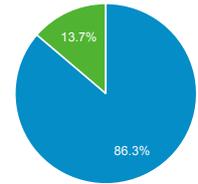


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
essential business list covid 19	4,579	0
essential services list	1,199	0
essential businesses list covid 19	1,139	0
covid-19	911	0
covid-19 essential business list	911	0
careers	659	0
travel restrictions	611	0
master question list	467	0
jobs	396	0
essential	348	0

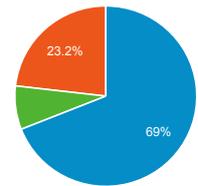
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	111,601
William N. Bryan Homeland Security	35,814
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	34,376
Acting Secretary Chad Wolf Statement on Non-Essential Travel Homeland Security	31,403
REAL ID Homeland Security	24,283
Coronavirus (COVID-19) Homeland Security	22,641
What Is Human Trafficking? Homeland Security	19,957
Coronavirus News & Updates Homeland Security	17,967
Joint Statement on US-Canada Joint Initiative: Temporary Restriction of Travelers Crossing the US-Canada Land Border for Non-Essential Purposes Homeland Security	16,301
REAL ID Frequently Asked Questions Homeland Security	14,982

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2020- 04/30/2020

Overall Customer Satisfaction Score

68.36

How would you rate your overall experience today?

66.07

Answer Choices	Responses	Points	Score
▪ Outstanding	576	100	57600
▪ Above Average	589	75	44175
▪ Average	630	50	31500
▪ Below Average	153	25	3825
▪ Poor	127	0	0
Total	2075		137100

Were you able to complete the purpose of your visit?

56.10

Answer Choices	Responses	Points	Score
▪ Yes	1164	100	116400
▪ No	911	0	0
Total	2075		116400

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

87.47

Answer Choices	Responses	Points	Score
▪ Yes	1815	100	181500
▪ No	260	0	0
Total	2075		181500

Will you recommend this website to a friend or colleague?

81.20

Answer Choices	Responses	Points	Score
▪ Yes	1685	100	168500
▪ No	390	0	0
Total	2075		168500

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

59.38

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1133	100	113300
▪ Had technical difficulties (e.g. error messages, broken links)	60	0	0
▪ Links did not take me where I expected	82	0	0
▪ Links / labels are difficult to understand, they are not intuitive	164	0	0
▪ Navigated to general area but couldn't find the specific content needed	344	0	0
▪ Too many links or navigational choices	72	0	0
▪ Would often feel lost, not know where I was	53	0	0
Total	1908		113300

How was your experience using our site search?

50.79

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	548	100	54800
▪ I was not sure what words to use in my search	109	0	0
▪ Results were not helpful	176	0	0
▪ Results were not relevant to my search terms or needs	124	0	0
▪ Results were too similar / redundant	25	0	0
▪ Returned not enough or no results	70	0	0
▪ Returned too many results	27	0	0
Total	1079		54800

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2020- 04/30/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	99	4.77%
▪ Contact information	145	6.99%
▪ Contracting opportunities	69	3.33%
▪ Cybersecurity	102	4.92%
▪ Disaster assistance	112	5.40%
▪ Email, RSS feeds, or subscription services	37	1.78%
▪ Forms or publications	178	8.58%
▪ Human trafficking	111	5.35%
▪ Immigration and citizenship	163	7.86%
▪ Information about DHS (leadership, history, etc.)	173	8.34%
▪ Jobs / career information	242	11.66%
▪ Law enforcement	87	4.19%
▪ News	192	9.25%
▪ Photographs	5	0.24%
▪ Small business resources	30	1.45%
▪ Training	111	5.35%
▪ Travel	204	9.83%
▪ Videos	15	0.72%
Total	2075	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	26	3.04%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	575	67.17%
▪ Error on page	20	2.34%
▪ Multimedia / technical problem	5	0.58%
▪ Outdated information	39	4.56%
▪ Other	191	22.31%
Total	856	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	203	9.78%
▪ Educator	109	5.25%
▪ Federal government employee	140	6.75%
▪ First responder / law enforcement official	138	6.65%
▪ Government contractor	81	3.90%
▪ International visitor	54	2.60%
▪ Job seeker	173	8.34%
▪ Media representative	9	0.43%
▪ Non-profit staff or volunteer	82	3.95%
▪ Seeking citizenship or immigration information	59	2.84%
▪ State, tribal, territorial or local government representative	36	1.73%
▪ Student	342	16.48%
▪ Traveler (domestic or international)	153	7.37%
▪ Other	496	23.90%
Total	2075	100%