# DHS.gov Web Performance Metrics

## Total Visits

<table>
<thead>
<tr>
<th></th>
<th>4,456,736</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total:</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

## Avg. Visit Duration

<table>
<thead>
<tr>
<th></th>
<th>00:01:12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg for View:</td>
<td>00:01:12 (0.00%)</td>
</tr>
</tbody>
</table>

## Pageviews

<table>
<thead>
<tr>
<th></th>
<th>8,747,927</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total:</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

## Unique Visitors

<table>
<thead>
<tr>
<th></th>
<th>3,283,294</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total:</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

## Avg. Pages / Visit

<table>
<thead>
<tr>
<th></th>
<th>1.96</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg for View:</td>
<td>1.96 (0.00%)</td>
</tr>
</tbody>
</table>

## Avg. Time on Page

<table>
<thead>
<tr>
<th></th>
<th>00:01:15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg for View:</td>
<td>00:01:15 (0.00%)</td>
</tr>
</tbody>
</table>

## Bounce Rate

<table>
<thead>
<tr>
<th></th>
<th>44.17%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg for View:</td>
<td>44.17% (0.00%)</td>
</tr>
</tbody>
</table>

## Top Pages

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

## Visits by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>(direct)</td>
<td>19.1%</td>
</tr>
<tr>
<td>google</td>
<td>52.1%</td>
</tr>
<tr>
<td>dhs.gov</td>
<td>23.4%</td>
</tr>
<tr>
<td>facebook.com</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

## New vs. Returned Visitors

<table>
<thead>
<tr>
<th></th>
<th>New Visitor</th>
<th>Returning Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>66.3%</td>
<td>33.7%</td>
</tr>
</tbody>
</table>

## Visits by Social Network

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>27,859</td>
</tr>
<tr>
<td>Twitter</td>
<td>12,359</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>2,872</td>
</tr>
<tr>
<td>Blogger</td>
<td>1,549</td>
</tr>
<tr>
<td>YouTube</td>
<td>849</td>
</tr>
<tr>
<td>reddit</td>
<td>342</td>
</tr>
<tr>
<td>Quora</td>
<td>315</td>
</tr>
<tr>
<td>Instagram</td>
<td>198</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>126</td>
</tr>
<tr>
<td>TypePad</td>
<td>109</td>
</tr>
</tbody>
</table>
DHS.gov Search Performance Metrics

Apr 1, 2020 - Apr 30, 2020

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% (4,456,736)

Top Internal Searches by Search Term

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
<th>Organic Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>essential business list covid-19</td>
<td>4,579</td>
<td>0</td>
</tr>
<tr>
<td>essential services list</td>
<td>1,199</td>
<td>0</td>
</tr>
<tr>
<td>essential businesses list covid-19</td>
<td>1,139</td>
<td>0</td>
</tr>
<tr>
<td>covid-19</td>
<td>911</td>
<td>0</td>
</tr>
<tr>
<td>covid-19 essential businesses list</td>
<td>911</td>
<td>0</td>
</tr>
<tr>
<td>careers</td>
<td>659</td>
<td>0</td>
</tr>
<tr>
<td>travel restrictions</td>
<td>611</td>
<td>0</td>
</tr>
<tr>
<td>master question list</td>
<td>467</td>
<td>0</td>
</tr>
<tr>
<td>jobs</td>
<td>396</td>
<td>0</td>
</tr>
<tr>
<td>essential</td>
<td>348</td>
<td>0</td>
</tr>
</tbody>
</table>

New vs. Returned Visitors

- New Visitor: 13.7%
- Returning Visitor: 86.3%

Avg. Visits per Visitor

- 1 visit: 23.2%
- 2 visits: 69%
- Other: 6%

Top External Searches (Google - as reported)

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeland Security</td>
<td>Home</td>
</tr>
<tr>
<td>William N. Bryan</td>
<td>Homeland Security</td>
</tr>
<tr>
<td>Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus</td>
<td>Homeland Security</td>
</tr>
<tr>
<td>Acting Secretary Chad Wolf Statement on Non-Essential Travel</td>
<td>Homeland Security</td>
</tr>
<tr>
<td>REAL ID</td>
<td>Homeland Security</td>
</tr>
<tr>
<td>Coronavirus (COVID-19)</td>
<td>Homeland Security</td>
</tr>
<tr>
<td>Coronavirus News &amp; Updates</td>
<td>Homeland Security</td>
</tr>
<tr>
<td>REAL ID Frequently Asked Questions</td>
<td>Homeland Security</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Points</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Outstanding</td>
<td>576</td>
<td>100</td>
<td>57600</td>
</tr>
<tr>
<td>▪ Above Average</td>
<td>589</td>
<td>75</td>
<td>44175</td>
</tr>
<tr>
<td>▪ Average</td>
<td>630</td>
<td>50</td>
<td>31500</td>
</tr>
<tr>
<td>▪ Below Average</td>
<td>153</td>
<td>25</td>
<td>3825</td>
</tr>
<tr>
<td>▪ Poor</td>
<td>127</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2075</strong></td>
<td></td>
<td><strong>137100</strong></td>
</tr>
</tbody>
</table>

**Were you able to complete the purpose of your visit?**  
56.10

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Points</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Yes</td>
<td>1164</td>
<td>100</td>
<td>116400</td>
</tr>
<tr>
<td>▪ No</td>
<td>911</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2075</strong></td>
<td></td>
<td><strong>116400</strong></td>
</tr>
</tbody>
</table>

**Would you still return to this website if you could get this information or service from another source?**  
87.47

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Points</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Yes</td>
<td>1815</td>
<td>100</td>
<td>181500</td>
</tr>
<tr>
<td>▪ No</td>
<td>260</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2075</strong></td>
<td></td>
<td><strong>181500</strong></td>
</tr>
</tbody>
</table>

**Will you recommend this website to a friend or colleague?**  
81.20

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Points</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Yes</td>
<td>1685</td>
<td>100</td>
<td>168500</td>
</tr>
<tr>
<td>▪ No</td>
<td>390</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2075</strong></td>
<td></td>
<td><strong>168500</strong></td>
</tr>
</tbody>
</table>

**Please describe your experience finding your way around (navigating) DHS.gov today.**  
NOTE: Excludes "Other" responses

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

**How was your experience using our site search?**  
NOTE: Excludes "Did not use search" and "Other" responses

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Points</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Encountered no difficulties</td>
<td>548</td>
<td>100</td>
<td>54800</td>
</tr>
<tr>
<td>▪ I was not sure what words to use in my search</td>
<td>109</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>▪ Results were not helpful</td>
<td>176</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>▪ Results were not relevant to my search terms or needs</td>
<td>124</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>▪ Results were too similar / redundant</td>
<td>25</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>▪ Returned not enough or no results</td>
<td>70</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>▪ Returned too many results</td>
<td>27</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1079</strong></td>
<td></td>
<td><strong>54800</strong></td>
</tr>
</tbody>
</table>
DHS.gov Customer Satisfaction Survey
Time Period: 04/01/2020 - 04/30/2020

Demographic Information

What Information were you looking for today?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Border management</td>
<td>99</td>
<td>4.77%</td>
</tr>
<tr>
<td>▪ Contact information</td>
<td>145</td>
<td>6.99%</td>
</tr>
<tr>
<td>▪ Contracting opportunities</td>
<td>69</td>
<td>3.33%</td>
</tr>
<tr>
<td>▪ Cybersecurity</td>
<td>102</td>
<td>4.92%</td>
</tr>
<tr>
<td>▪ Disaster assistance</td>
<td>112</td>
<td>5.40%</td>
</tr>
<tr>
<td>▪ Email, RSS feeds, or subscription services</td>
<td>37</td>
<td>1.78%</td>
</tr>
<tr>
<td>▪ Forms or publications</td>
<td>178</td>
<td>8.58%</td>
</tr>
<tr>
<td>▪ Human trafficking</td>
<td>111</td>
<td>5.35%</td>
</tr>
<tr>
<td>▪ Immigration and citizenship</td>
<td>163</td>
<td>7.86%</td>
</tr>
<tr>
<td>▪ Information about DHS (leadership, history, etc.)</td>
<td>173</td>
<td>8.34%</td>
</tr>
<tr>
<td>▪ Jobs / career information</td>
<td>242</td>
<td>11.66%</td>
</tr>
<tr>
<td>▪ Law enforcement</td>
<td>87</td>
<td>4.19%</td>
</tr>
<tr>
<td>▪ News</td>
<td>192</td>
<td>9.25%</td>
</tr>
<tr>
<td>▪ Photographs</td>
<td>5</td>
<td>0.24%</td>
</tr>
<tr>
<td>▪ Small business resources</td>
<td>30</td>
<td>1.45%</td>
</tr>
<tr>
<td>▪ Training</td>
<td>111</td>
<td>5.35%</td>
</tr>
<tr>
<td>▪ Travel</td>
<td>204</td>
<td>9.83%</td>
</tr>
<tr>
<td>▪ Videos</td>
<td>15</td>
<td>0.72%</td>
</tr>
<tr>
<td>Total</td>
<td>2075</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Bad link</td>
<td>26</td>
<td>3.04%</td>
</tr>
<tr>
<td>▪ Content wasn’t easy to understand</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>▪ Could not find what I was looking for</td>
<td>575</td>
<td>67.17%</td>
</tr>
<tr>
<td>▪ Error on page</td>
<td>20</td>
<td>2.34%</td>
</tr>
<tr>
<td>▪ Multimedia / technical problem</td>
<td>5</td>
<td>0.58%</td>
</tr>
<tr>
<td>▪ Outdated information</td>
<td>39</td>
<td>4.56%</td>
</tr>
<tr>
<td>▪ Other</td>
<td>191</td>
<td>22.31%</td>
</tr>
<tr>
<td>Total</td>
<td>856</td>
<td>100%</td>
</tr>
</tbody>
</table>

Which of the following best describes you?

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