

DHS.gov Web Performance Metrics

May 1, 2020 - May 31, 2020

All Users
100.00% Sessions

Total Visits

3,206,296

% of Total: 100.00% (3,206,296)



Avg. Visit Duration

00:01:31

Avg for View: 00:01:31 (0.00%)



Pageviews

5,928,393

% of Total: 100.00% (5,928,393)



Unique Visitors

2,152,912

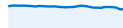
% of Total: 100.00% (2,152,912)



Avg. Pages / Visit

1.85

Avg for View: 1.85 (0.00%)



Avg. Time on Page

00:01:46

Avg for View: 00:01:46 (0.00%)



Bounce Rate

64.08%

Avg for View: 64.08% (0.00%)

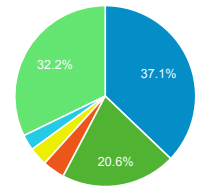


Top Pages

Page Title	Pageviews	Bounce Rate
Acting Secretary Chad Wolf Statement on Non-Essential Travel Homeland Security	204,660	71.09%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	130,241	57.30%
REAL ID Homeland Security	107,471	53.48%
What Is Human Trafficking? Homeland Security	101,874	90.53%
What is Forced Labor? Homeland Security	99,568	90.65%
Fact Sheet: DHS Notice of Arrival Restrictions on China, Iran and Certain Countries of Europe Homeland Security	88,547	56.69%
Department of Homeland Security Outlines New Process for Americans Returning from Certain European Countries, China, and Iran Homeland Security	82,504	72.19%
REAL ID Frequently Asked Questions Homeland Security	80,435	79.55%
Coronavirus (COVID-19) Homeland Security	75,594	45.45%
Website Privacy Policy Homeland Security	47,154	69.44%

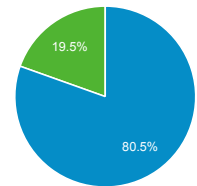
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	29,401
Twitter	8,543
LinkedIn	3,132
Blogger	1,544
reddit	498
YouTube	270
Quora	241
TripAdvisor	235
Instagram	138
TypePad	88

DHS.gov Search Performance Metrics

May 1, 2020 - May 31, 2020

All Users
100.00% Sessions

Visits to DHS.gov

3,206,296

% of Total: 100.00% (3,206,296)



Total Internal Searches

71,425

% of Total: 100.00% (71,425)



Total External Searches (Google)

863,877

% of Total: 26.94% (863,877)

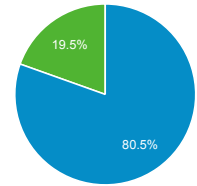


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
travel restrictions	1,149	0
careers	583	0
covid-19	547	0
jobs	337	0
global entry	310	0
travel	264	0
international travel	246	0
real id	237	0
mexico border	191	0
quarantine	191	0

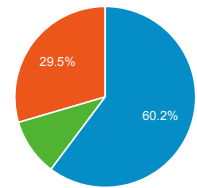
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Acting Secretary Chad Wolf Statement on Non-Essential Travel Homeland Security	161,826
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	85,129
Homeland Security Home	70,909
REAL ID Homeland Security	28,923
REAL ID Frequently Asked Questions Homeland Security	21,157
What Is Human Trafficking? Homeland Security	19,790
Coronavirus (COVID-19) Homeland Security	14,147
Search Job Postings Homeland Security	11,959
Department of Homeland Security Outlines New Process for Americans Returning from Certain European Countries, China, and Iran Homeland Security	10,601
The Federal Protective Service Homeland Security	7,839

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2020- 05/31/2020

Overall Customer Satisfaction Score

64.85

How would you rate your overall experience today?

64.37

Answer Choices	Responses	Points	Score
▪ Outstanding	418	100	41800
▪ Above Average	461	75	34575
▪ Average	504	50	25200
▪ Below Average	134	25	3350
▪ Poor	113	0	0
Total	1630		104925

Were you able to complete the purpose of your visit?

52.52

Answer Choices	Responses	Points	Score
▪ Yes	856	100	85600
▪ No	774	0	0
Total	1630		85600

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

84.54

Answer Choices	Responses	Points	Score
▪ Yes	1378	100	137800
▪ No	252	0	0
Total	1630		137800

Will you recommend this website to a friend or colleague?

78.28

Answer Choices	Responses	Points	Score
▪ Yes	1276	100	127600
▪ No	354	0	0
Total	1630		127600

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

54.73

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	816	100	81600
▪ Had technical difficulties (e.g. error messages, broken links)	39	0	0
▪ Links did not take me where I expected	51	0	0
▪ Links / labels are difficult to understand, they are not intuitive	143	0	0
▪ Navigated to general area but couldn't find the specific content needed	306	0	0
▪ Too many links or navigational choices	64	0	0
▪ Would often feel lost, not know where I was	72	0	0
Total	1491		81600

How was your experience using our site search?

44.91

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	406	100	40600
▪ I was not sure what words to use in my search	100	0	0
▪ Results were not helpful	168	0	0
▪ Results were not relevant to my search terms or needs	110	0	0
▪ Results were too similar / redundant	30	0	0
▪ Returned not enough or no results	61	0	0
▪ Returned too many results	29	0	0
Total	904		40600

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2020- 05/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	144	8.83%
▪ Contact information	113	6.93%
▪ Contracting opportunities	28	1.72%
▪ Cybersecurity	74	4.54%
▪ Disaster assistance	49	3.01%
▪ Email, RSS feeds, or subscription services	22	1.35%
▪ Forms or publications	94	5.77%
▪ Human trafficking	72	4.42%
▪ Immigration and citizenship	134	8.22%
▪ Information about DHS (leadership, history, etc.)	105	6.44%
▪ Jobs / career information	215	13.19%
▪ Law enforcement	58	3.56%
▪ News	85	5.21%
▪ Photographs	7	0.43%
▪ Small business resources	18	1.10%
▪ Training	91	5.58%
▪ Travel	300	18.40%
▪ Videos	21	1.29%
Total	1630	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	8	1.14%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	484	69.24%
▪ Error on page	21	3.00%
▪ Multimedia / technical problem	11	1.57%
▪ Outdated information	39	5.58%
▪ Other	136	19.46%
Total	699	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	150	9.20%
▪ Educator	103	6.32%
▪ Federal government employee	81	4.97%
▪ First responder / law enforcement official	95	5.83%
▪ Government contractor	53	3.25%
▪ International visitor	64	3.93%
▪ Job seeker	140	8.59%
▪ Media representative	16	0.98%
▪ Non-profit staff or volunteer	52	3.19%
▪ Seeking citizenship or immigration information	58	3.56%
▪ State, tribal, territorial or local government representative	31	1.90%
▪ Student	237	14.54%
▪ Traveler (domestic or international)	229	14.05%
▪ Other	321	19.69%
Total	1630	100%