

DHS.gov Web Performance Metrics

Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Sessions

Total Visits

3,703,170

% of Total: 100.00% (3,703,170)



Avg. Visit Duration

00:01:24

Avg for View: 00:01:24 (0.00%)



Pageviews

6,581,879

% of Total: 100.00% (6,581,879)



Unique Visitors

2,523,314

% of Total: 100.00% (2,523,314)



Avg. Pages / Visit

1.78

Avg for View: 1.78 (0.00%)



Avg. Time on Page

00:01:48

Avg for View: 00:01:48 (0.00%)



Bounce Rate

64.09%

Avg for View: 64.09% (0.00%)

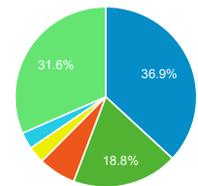


Top Pages

Page Title	Pageviews	Bounce Rate
Notification of Temporary Travel Restrictions Applicable to Land Ports of Entry and Ferries Service Homeland Security	203,732	44.36%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	202,212	61.36%
What is Forced Labor? Homeland Security	185,406	91.53%
REAL ID Homeland Security	126,140	54.06%
REAL ID Frequently Asked Questions Homeland Security	113,475	79.39%
Protecting Air Travelers and the American Public Homeland Security	94,420	70.91%
Department of Homeland Security Outlines New Process for Americans Returning from Certain European Countries, China, and Iran Homeland Security	85,845	74.49%
What Is Human Trafficking? Homeland Security	78,185	87.59%
Website Privacy Policy Homeland Security	66,249	61.80%
Fact Sheet: DHS Notice of Arrival Restrictions on China, Iran and Certain Countries of Europe Homeland Security	63,502	54.88%

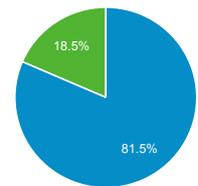
Visits by Source

■ google ■ (direct)
■ instagram.com ■ cdc.gov
■ facebook.com ■ Other



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	50,868
Twitter	14,868
LinkedIn	3,230
Blogger	1,958
reddit	1,333
YouTube	378
Quora	316
TripAdvisor	239
Ning	168
Instagram	140

DHS.gov Search Performance Metrics

Jun 1, 2020 - Jun 30, 2020

All Users
100.00% Sessions

Visits to DHS.gov

3,703,170

% of Total: 100.00% (3,703,170)



Total Internal Searches

75,642

% of Total: 100.00% (75,642)



Total External Searches (Google)

1,017,272

% of Total: 27.47% (3,703,170)

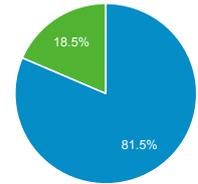


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
travel restrictions	749	0
careers	572	0
tsa pre check renewal	333	0
global entry	312	0
travel from europe	302	0
real id	281	0
daca	271	0
Daca	271	0
international travel	271	0
jobs	260	0

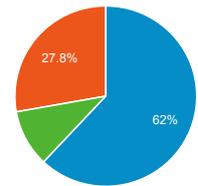
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Notification of Temporary Travel Restrictions Applicable to Land Ports of Entry and Ferries Service Homeland Security	150,783
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	135,724
Homeland Security Home	79,122
Acting Secretary Chad Wolf Statement on Non-Essential Travel Homeland Security	40,492
REAL ID Homeland Security	36,278
REAL ID Frequently Asked Questions Homeland Security	34,748
What Is Human Trafficking? Homeland Security	15,100
Search Job Postings Homeland Security	14,497
Protecting Air Travelers and the American Public Homeland Security	12,883
Apply for a U.S. Passport Homeland Security	10,303

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2020- 06/30/2020

Overall Customer Satisfaction Score

66.10

How would you rate your overall experience today?

64.00

Answer Choices	Responses	Points	Score
▪ Outstanding	441	100	44100
▪ Above Average	460	75	34500
▪ Average	539	50	26950
▪ Below Average	135	25	3375
▪ Poor	127	0	0
Total	1702		108925

Were you able to complete the purpose of your visit?

53.23

Answer Choices	Responses	Points	Score
▪ Yes	906	100	90600
▪ No	796	0	0
Total	1702		90600

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

85.43

Answer Choices	Responses	Points	Score
▪ Yes	1454	100	145400
▪ No	248	0	0
Total	1702		145400

Will you recommend this website to a friend or colleague?

79.08

Answer Choices	Responses	Points	Score
▪ Yes	1346	100	134600
▪ No	356	0	0
Total	1702		134600

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

57.92

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	896	100	89600
▪ Had technical difficulties (e.g. error messages, broken links)	53	0	0
▪ Links did not take me where I expected	52	0	0
▪ Links / labels are difficult to understand, they are not intuitive	117	0	0
▪ Navigated to general area but couldn't find the specific content needed	309	0	0
▪ Too many links or navigational choices	62	0	0
▪ Would often feel lost, not know where I was	58	0	0
Total	1547		89600

How was your experience using our site search?

48.07

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	449	100	44900
▪ I was not sure what words to use in my search	79	0	0
▪ Results were not helpful	193	0	0
▪ Results were not relevant to my search terms or needs	99	0	0
▪ Results were too similar / redundant	33	0	0
▪ Returned not enough or no results	52	0	0
▪ Returned too many results	29	0	0
Total	934		44900

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2020- 06/30/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	197	11.57%
▪ Contact information	118	6.93%
▪ Contracting opportunities	30	1.76%
▪ Cybersecurity	62	3.64%
▪ Disaster assistance	44	2.59%
▪ Email, RSS feeds, or subscription services	28	1.65%
▪ Forms or publications	112	6.58%
▪ Human trafficking	76	4.47%
▪ Immigration and citizenship	120	7.05%
▪ Information about DHS (leadership, history, etc.)	88	5.17%
▪ Jobs / career information	204	11.99%
▪ Law enforcement	71	4.17%
▪ News	86	5.05%
▪ Photographs	4	0.24%
▪ Small business resources	29	1.70%
▪ Training	92	5.41%
▪ Travel	327	19.21%
▪ Videos	14	0.82%
Total	1702	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	20	2.71%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	498	67.39%
▪ Error on page	22	2.98%
▪ Multimedia / technical problem	14	1.89%
▪ Outdated information	46	6.22%
▪ Other	139	18.81%
Total	739	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	138	8.11%
▪ Educator	121	7.11%
▪ Federal government employee	105	6.17%
▪ First responder / law enforcement official	75	4.41%
▪ Government contractor	59	3.47%
▪ International visitor	95	5.58%
▪ Job seeker	157	9.22%
▪ Media representative	10	0.59%
▪ Non-profit staff or volunteer	60	3.53%
▪ Seeking citizenship or immigration information	58	3.41%
▪ State, tribal, territorial or local government representative	20	1.18%
▪ Student	199	11.69%
▪ Traveler (domestic or international)	258	15.16%
▪ Other	347	20.39%
Total	1702	100%