

# DHS.gov Web Performance Metrics

Jul 1, 2020 - Jul 31, 2020

**All Users**  
100.00% Sessions

## Total Visits

**4,636,078**  
% of Total: 100.00% (4,636,078)



## Avg. Visit Duration

**00:01:19**  
Avg for View: 00:01:19 (0.00%)



## Pageviews

**7,766,113**  
% of Total: 100.00% (7,766,113)



## Unique Visitors

**3,195,387**  
% of Total: 100.00% (3,195,387)



## Avg. Pages / Visit

**1.68**  
Avg for View: 1.68 (0.00%)



## Avg. Time on Page

**00:01:57**  
Avg for View: 00:01:57 (0.00%)



## Bounce Rate

**67.88%**  
Avg for View: 67.88% (0.00%)



## Top Pages

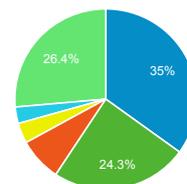
Page Title	Pageviews	Bounce Rate
Help Keep Florida Safe   Homeland Security	290,547	85.59%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus   Homeland Security	255,587	64.35%
Acting Secretary Wolf Condemns The Rampant Long-Lasting Violence In Portland   Homeland Security	198,259	91.86%
REAL ID   Homeland Security	169,768	50.00%
Protecting Air Travelers and the American Public   Homeland Security	144,388	75.52%
Notification of Temporary Travel Restrictions Applicable to Land Ports of Entry and Ferries Service   Homeland Security	138,042	47.73%
Website Privacy Policy   Homeland Security	127,769	72.80%
REAL ID Frequently Asked Questions   Homeland Security	123,109	79.47%
Indicators of Human Trafficking   Homeland Security	114,422	92.67%
What is Forced Labor?   Homeland Security	112,922	90.11%

## Visits by Social Network

Social Network	Sessions
Facebook	139,176
Twitter	98,392
reddit	11,895
LinkedIn	3,250
Blogger	1,693
YouTube	745
Instagram	463
Quora	458
Fark	372
TripAdvisor	262

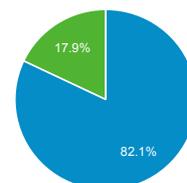
## Visits by Source

■ google
 ■ (direct)
 ■ instagram.com
 ■ m.facebook.com
 ■ t.co
 ■ Other



## New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



# DHS.gov Search Performance Metrics

Jul 1, 2020 - Jul 31, 2020

All Users  
100.00% Sessions

## Visits to DHS.gov

**4,636,078**

% of Total: 100.00% (4,636,078)



## Total Internal Searches

**76,255**

% of Total: 100.00% (76,255)



## Total External Searches (Google)

**1,303,309**

% of Total: 28.11% (1,303,309)

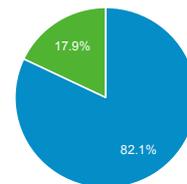


## Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	768	0
careers	669	0
jobs	397	0
travel restrictions to usa	397	0
travel restrictions	347	0
daca	335	0
Daca	297	0
international students	273	0
Jobs	273	0
mexico	273	0

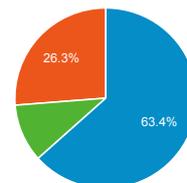
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Top External Searches (Google - as reported)

Page Title	Sessions
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Corona virus   Homeland Security	190,823
Notification of Temporary Travel Restrictions Applicable to Land Ports of Entry and Ferries Service   Homeland Security	108,523
Homeland Security   Home	88,534
REAL ID Frequently Asked Questions   Homeland Security	42,321
REAL ID   Homeland Security	40,128
Protecting Air Travelers and the American Public   Homeland Security	29,978
Acting Secretary Wolf Condemns The Rampant Long-Lasting Violence In Portland   Homeland Security	26,632
What Is Human Trafficking?   Homeland Security	25,120
Portland Riots Read-out: July 24   Homeland Security	23,212
Department of Homeland Security Will Reject Initial Requests for DACA As It Weighs Future of the Program   Homeland Security	21,105

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2020- 07/31/2020

## Overall Customer Satisfaction Score

**63.97**

### How would you rate your overall experience today?

**61.92**

Answer Choices	Responses	Points	Score
▪ Outstanding	600	100	60000
▪ Above Average	568	75	42600
▪ Average	624	50	31200
▪ Below Average	174	25	4350
▪ Poor	265	0	0
<b>Total</b>	<b>2231</b>		<b>138150</b>

### Were you able to complete the purpose of your visit?

**52.40**

Answer Choices	Responses	Points	Score
▪ Yes	1169	100	116900
▪ No	1062	0	0
<b>Total</b>	<b>2231</b>		<b>116900</b>

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

**81.53**

Answer Choices	Responses	Points	Score
▪ Yes	1819	100	181900
▪ No	412	0	0
<b>Total</b>	<b>2231</b>		<b>181900</b>

### Will you recommend this website to a friend or colleague?

**74.90**

Answer Choices	Responses	Points	Score
▪ Yes	1671	100	167100
▪ No	560	0	0
<b>Total</b>	<b>2231</b>		<b>167100</b>

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

**58.16**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1158	100	115800
▪ Had technical difficulties (e.g. error messages, broken links)	61	0	0
▪ Links did not take me where I expected	65	0	0
▪ Links / labels are difficult to understand, they are not intuitive	180	0	0
▪ Navigated to general area but couldn't find the specific content needed	386	0	0
▪ Too many links or navigational choices	59	0	0
▪ Would often feel lost, not know where I was	82	0	0
<b>Total</b>	<b>1991</b>		<b>115800</b>

### How was your experience using our site search?

**45.30**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	525	100	52500
▪ I was not sure what words to use in my search	104	0	0
▪ Results were not helpful	236	0	0
▪ Results were not relevant to my search terms or needs	155	0	0
▪ Results were too similar / redundant	33	0	0
▪ Returned not enough or no results	74	0	0
▪ Returned too many results	32	0	0
<b>Total</b>	<b>1159</b>		<b>52500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2020- 07/31/2020

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	93	4.17%
▪ Contact information	280	12.55%
▪ Contracting opportunities	36	1.61%
▪ Cybersecurity	94	4.21%
▪ Disaster assistance	36	1.61%
▪ Email, RSS feeds, or subscription services	37	1.66%
▪ Forms or publications	113	5.06%
▪ Human trafficking	119	5.33%
▪ Immigration and citizenship	162	7.26%
▪ Information about DHS (leadership, history, etc.)	158	7.08%
▪ Jobs / career information	319	14.30%
▪ Law enforcement	199	8.92%
▪ News	204	9.14%
▪ Photographs	6	0.27%
▪ Small business resources	14	0.63%
▪ Training	97	4.35%
▪ Travel	254	11.39%
▪ Videos	10	0.45%
<b>Total</b>	<b>2231</b>	<b>100%</b>

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

Answer Choices	Responses	Percentage
▪ Bad link	28	2.81%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	644	64.59%
▪ Error on page	21	2.11%
▪ Multimedia / technical problem	19	1.91%
▪ Outdated information	52	5.22%
▪ Other	233	23.37%
<b>Total</b>	<b>997</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	161	7.22%
▪ Educator	143	6.41%
▪ Federal government employee	112	5.02%
▪ First responder / law enforcement official	130	5.83%
▪ Government contractor	60	2.69%
▪ International visitor	71	3.18%
▪ Job seeker	232	10.40%
▪ Media representative	22	0.99%
▪ Non-profit staff or volunteer	80	3.59%
▪ Seeking citizenship or immigration information	63	2.82%
▪ State, tribal, territorial or local government representative	31	1.39%
▪ Student	231	10.35%
▪ Traveler (domestic or international)	208	9.32%
▪ Other	687	30.79%
<b>Total</b>	<b>2231</b>	<b>100%</b>