

DHS.gov Web Performance Metrics

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Sessions

Total Visits

3,742,503

% of Total: 100.00% (3,742,503)



Avg. Visit Duration

00:01:17

Avg for View: 00:01:17 (0.00%)



Pageviews

6,246,046

% of Total: 100.00% (6,246,046)



Unique Visitors

2,664,511

% of Total: 100.00% (2,664,511)



Avg. Pages / Visit

1.67

Avg for View: 1.67 (0.00%)



Avg. Time on Page

00:01:55

Avg for View: 00:01:55 (0.00%)



Bounce Rate

67.13%

Avg for View: 67.13% (0.00%)

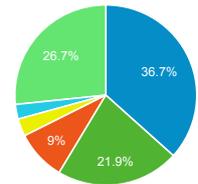


Top Pages

Page Title	Pageviews	Bounce Rate
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	285,950	63.96%
Indicators of Human Trafficking Homeland Security	217,182	91.97%
Protecting Air Travelers and the American Public Homeland Security	146,094	74.60%
REAL ID Homeland Security	140,224	56.21%
Website Privacy Policy Homeland Security	127,088	79.39%
REAL ID Frequently Asked Questions Homeland Security	116,367	80.48%
Help Keep Florida Safe Homeland Security	110,329	88.20%
What Is Human Trafficking? Homeland Security	107,221	85.80%
Sex Trafficking Awareness Videos Homeland Security	102,443	79.07%
Online Safety Homeland Security	85,201	89.23%

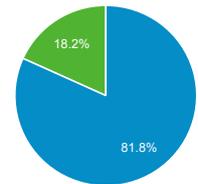
Visits by Source

■ google
 ■ (direct)
 ■ instagram.com
 ■ facebook.com
 ■ Inks.gd
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	72,045
Twitter	13,671
LinkedIn	2,842
Instagram Stories	1,333
Blogger	1,167
reddit	637
YouTube	515
Quora	319
Instagram	307
Hacker News	171

DHS.gov Search Performance Metrics

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Sessions

Visits to DHS.gov

3,742,503

% of Total: 100.00% (3,742,503)



Total Internal Searches

68,060

% of Total: 100.00% (68,060)



Total External Searches (Google)

1,111,672

% of Total: 29.70% (3,742,503)

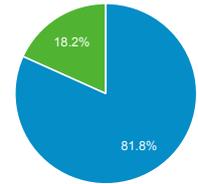


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	452	0
global entry	452	0
jobs	389	0
travel restrictions	368	0
forms	357	0
real id	305	0
travel	284	0
case status	252	0
i-9	242	0
Careers	231	0

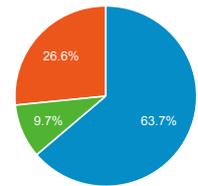
New vs. Returned Visitors

■ 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 Coronavirus Homeland Security	218,547
Homeland Security Home	66,405
Sex Trafficking Awareness Videos Homeland Security	55,957
REAL ID Frequently Asked Questions Homeland Security	44,522
REAL ID Homeland Security	41,761
What Is Human Trafficking? Homeland Security	28,299
Protecting Air Travelers and the American Public Homeland Security	25,894
Search Job Postings Homeland Security	15,541
Department of Homeland Security Will Reject Initial Requests for DACA As It Weighs Future of the Program Homeland Security	11,246
Portland Riots Read-out: August 2 Homeland Security	10,343

DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2020- 08/31/2020

Overall Customer Satisfaction Score

67.38

How would you rate your overall experience today?

65.96

Answer Choices	Responses	Points	Score
▪ Outstanding	442	100	44200
▪ Above Average	474	75	35550
▪ Average	467	50	23350
▪ Below Average	108	25	2700
▪ Poor	113	0	0
Total	1604		105800

Were you able to complete the purpose of your visit?

57.86

Answer Choices	Responses	Points	Score
▪ Yes	928	100	92800
▪ No	676	0	0
Total	1604		92800

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

85.22

Answer Choices	Responses	Points	Score
▪ Yes	1367	100	136700
▪ No	237	0	0
Total	1604		136700

Will you recommend this website to a friend or colleague?

79.74

Answer Choices	Responses	Points	Score
▪ Yes	1279	100	127900
▪ No	325	0	0
Total	1604		127900

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

57.85

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	851	100	85100
▪ Had technical difficulties (e.g. error messages, broken links)	56	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	275	0	0
▪ Too many links or navigational choices	64	0	0
▪ Would often feel lost, not know where I was	56	0	0
Total	1471		85100

How was your experience using our site search?

47.72

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	409	100	40900
▪ I was not sure what words to use in my search	99	0	0
▪ Results were not helpful	157	0	0
▪ Results were not relevant to my search terms or needs	97	0	0
▪ Results were too similar / redundant	22	0	0
▪ Returned not enough or no results	47	0	0
▪ Returned too many results	26	0	0
Total	857		40900

DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2020- 08/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	82	5.11%
▪ Contact information	124	7.73%
▪ Contracting opportunities	27	1.68%
▪ Cybersecurity	92	5.74%
▪ Disaster assistance	43	2.68%
▪ Email, RSS feeds, or subscription services	22	1.37%
▪ Forms or publications	103	6.42%
▪ Human trafficking	130	8.10%
▪ Immigration and citizenship	119	7.42%
▪ Information about DHS (leadership, history, etc.)	111	6.92%
▪ Jobs / career information	225	14.03%
▪ Law enforcement	95	5.92%
▪ News	97	6.05%
▪ Photographs	5	0.31%
▪ Small business resources	15	0.94%
▪ Training	104	6.48%
▪ Travel	201	12.53%
▪ Videos	9	0.56%
Total	1604	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	23	3.70%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	405	65.11%
▪ Error on page	20	3.22%
▪ Multimedia / technical problem	12	1.93%
▪ Outdated information	30	4.82%
▪ Other	132	21.22%
Total	622	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	125	7.79%
▪ Educator	95	5.92%
▪ Federal government employee	100	6.23%
▪ First responder / law enforcement official	84	5.24%
▪ Government contractor	58	3.62%
▪ International visitor	37	2.31%
▪ Job seeker	164	10.22%
▪ Media representative	8	0.50%
▪ Non-profit staff or volunteer	62	3.87%
▪ Seeking citizenship or immigration information	68	4.24%
▪ State, tribal, territorial or local government representative	43	2.68%
▪ Student	196	12.22%
▪ Traveler (domestic or international)	157	9.79%
▪ Other	407	25.37%
Total	1604	100%