

DHS.gov Web Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Total Visits

3,367,534

% of Total: 100.00% (3,367,534)



Avg. Visit Duration

00:01:13

Avg for View: 00:01:13 (0.00%)



Pageviews

5,778,910

% of Total: 100.00% (5,778,910)



Unique Visitors

2,619,352

% of Total: 100.00% (2,619,352)



Avg. Pages / Visit

1.72

Avg for View: 1.72 (0.00%)



Avg. Time on Page

00:01:41

Avg for View: 00:01:41 (0.00%)



Bounce Rate

65.51%

Avg for View: 65.51% (0.00%)

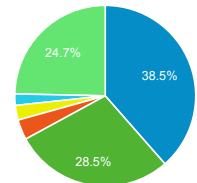


Top Pages

Page Title	Pageviews	Bounce Rate
Sex Trafficking Awareness Videos Homeland Security	266,814	81.16%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	206,668	66.52%
DHS Combats Potential Electromagnetic Pulse (EMP) Attack Homeland Security	168,006	64.74%
Website Privacy Policy Homeland Security	162,164	75.11%
REAL ID Homeland Security	156,554	55.62%
REAL ID Frequently Asked Questions Homeland Security	150,905	78.64%
If You See Something, Say Something® Awareness Day Homeland Security	136,193	86.65%
Protecting Air Travelers and the American Public Homeland Security	101,951	66.57%
Redirection page Homeland Security	97,763	68.27%
DHS Proposes to Change Admission Period Structure for F, J and IN Nonimmigrants Homeland Security	72,227	89.29%

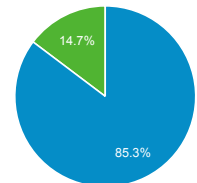
Visits by Source

■ google
 ■ (direct)
 ■ Inks.gd
 ■ bs.serving-sys.com
 ■ dhs.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	61,526
YouTube	23,761
Twitter	17,860
LinkedIn	2,040
Blogger	1,279
reddit	869
Instagram Stories	667
Instagram	341
Quora	316
TripAdvisor	105

DHS.gov Search Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Visits to DHS.gov

3,367,534

% of Total: 100.00% (3,367,534)



Total Internal Searches

79,749

% of Total: 100.00% (79,749)



Total External Searches (Google)

1,163,210

% of Total: 34.54% (3,367,534)

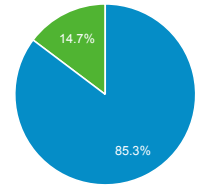


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	522	0
Emp	406	0
careers	397	0
travel	397	0
emp	339	0
white supremacy	339	0
real id	319	0
EMP	310	0
jobs	310	0
brazil	281	0

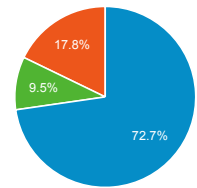
New vs. Returned Visitors

■ 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	150,528
Sex Trafficking Awareness Videos Homeland Security	124,131
Homeland Security Home	63,782
REAL ID Frequently Asked Questions Homeland Security	55,260
REAL ID Homeland Security	45,007
DHS Combats Potential Electromagnetic Pulse (EMP) Attack Homeland Security	30,150
What Is Human Trafficking? Homeland Security	27,335
Protecting Air Travelers and the American Public Homeland Security	20,835
Immigration Data and Statistics Homeland Security	15,651
Search Job Postings Homeland Security	13,948

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2020- 09/30/2020

Overall Customer Satisfaction Score

69.49

How would you rate your overall experience today?

67.39

Answer Choices	Responses	Points	Score
▪ Outstanding	293	100	29300
▪ Above Average	271	75	20325
▪ Average	236	50	11800
▪ Below Average	66	25	1650
▪ Poor	70	0	0
Total	936		63075

Were you able to complete the purpose of your visit?

59.51

Answer Choices	Responses	Points	Score
▪ Yes	557	100	55700
▪ No	379	0	0
Total	936		55700

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

85.68

Answer Choices	Responses	Points	Score
▪ Yes	802	100	80200
▪ No	134	0	0
Total	936		80200

Will you recommend this website to a friend or colleague?

80.88

Answer Choices	Responses	Points	Score
▪ Yes	757	100	75700
▪ No	179	0	0
Total	936		75700

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

62.47

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	531	100	53100
▪ Had technical difficulties (e.g. error messages, broken links)	18	0	0
▪ Links did not take me where I expected	38	0	0
▪ Links / labels are difficult to understand, they are not intuitive	58	0	0
▪ Navigated to general area but couldn't find the specific content needed	139	0	0
▪ Too many links or navigational choices	29	0	0
▪ Would often feel lost, not know where I was	37	0	0
Total	850		53100

How was your experience using our site search?

51.28

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	240	100	24000
▪ I was not sure what words to use in my search	50	0	0
▪ Results were not helpful	77	0	0
▪ Results were not relevant to my search terms or needs	36	0	0
▪ Results were too similar / redundant	19	0	0
▪ Returned not enough or no results	33	0	0
▪ Returned too many results	13	0	0
Total	468		24000

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2020- 09/30/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	41	4.38%
▪ Contact information	55	5.88%
▪ Contracting opportunities	22	2.35%
▪ Cybersecurity	55	5.88%
▪ Disaster assistance	29	3.10%
▪ Email, RSS feeds, or subscription services	12	1.28%
▪ Forms or publications	56	5.98%
▪ Human trafficking	61	6.52%
▪ Immigration and citizenship	87	9.29%
▪ Information about DHS (leadership, history, etc.)	86	9.19%
▪ Jobs / career information	135	14.42%
▪ Law enforcement	46	4.91%
▪ News	69	7.37%
▪ Photographs	5	0.53%
▪ Small business resources	10	1.07%
▪ Training	51	5.45%
▪ Travel	101	10.79%
▪ Videos	15	1.60%
Total	936	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	16	4.62%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	225	65.03%
▪ Error on page	8	2.31%
▪ Multimedia / technical problem	3	0.87%
▪ Outdated information	14	4.05%
▪ Other	80	23.12%
Total	346	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	66	7.05%
▪ Educator	50	5.34%
▪ Federal government employee	44	4.70%
▪ First responder / law enforcement official	64	6.84%
▪ Government contractor	26	2.78%
▪ International visitor	16	1.71%
▪ Job seeker	86	9.19%
▪ Media representative	8	0.85%
▪ Non-profit staff or volunteer	30	3.21%
▪ Seeking citizenship or immigration information	36	3.85%
▪ State, tribal, territorial or local government representative	17	1.82%
▪ Student	189	20.19%
▪ Traveler (domestic or international)	86	9.19%
▪ Other	218	23.29%
Total	936	100%