

DHS.gov Web Performance Metrics

Oct 1, 2020 - Oct 31, 2020

All Users
100.00% Sessions

Total Visits

3,301,526

% of Total: 100.00% (3,301,526)



Avg. Visit Duration

00:01:12

Avg for View: 00:01:12 (0.00%)



Pageviews

5,350,201

% of Total: 100.00% (5,350,201)



Unique Visitors

2,576,482

% of Total: 100.00% (2,576,482)



Avg. Pages / Visit

1.62

Avg for View: 1.62 (0.00%)



Avg. Time on Page

00:01:55

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



Bounce Rate

69.85%

Avg for View: 69.85% (0.00%)



Top Pages

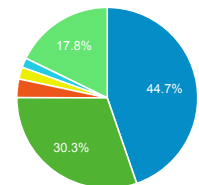
Page Title	Pageviews	Bounce Rate
Sex Trafficking Awareness Videos Homeland Security	428,505	76.98%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	221,579	65.58%
Website Privacy Policy Homeland Security	186,712	71.70%
Department of Homeland Security and Department of Labor Rule Restores Integrity to H-1B Visa Program Homeland Security	177,028	88.94%
REAL ID Homeland Security	145,778	59.36%
REAL ID Frequently Asked Questions Homeland Security	127,654	79.22%
Redirection page Homeland Security	98,767	53.19%
Immigration Data and Statistics Homeland Security	38,445	48.05%
Search Job Postings Homeland Security	38,270	28.32%
What Is Human Trafficking? Homeland Security	37,269	78.58%

Visits by Social Network

Social Network	Sessions
Facebook	49,415
Twitter	33,030
LinkedIn	3,327
YouTube	2,202
Hacker News	1,074
reddit	1,059
Blogger	726
Instagram	494
Quora	353
Instagram Stories	319

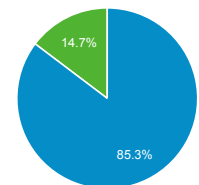
Visits by Source

google (direct) Inks.gd
dhs.gov m.facebook.com
Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Oct 1, 2020 - Oct 31, 2020

All Users
100.00% Sessions

Visits to DHS.gov

3,301,526

% of Total: 100.00% (3,301,526)



Total Internal Searches

73,213

% of Total: 100.00% (73,213)



Total External Searches (Google)

1,234,523

% of Total: 37.39% (3,301,526)

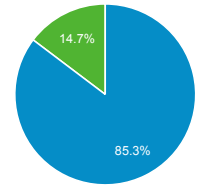


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	515	0
careers	438	0
jobs	282	0
covid	233	0
real id	224	0
forms	214	0
h1b	214	0
case status	204	0
immigration	204	0
travel restriction s	194	0

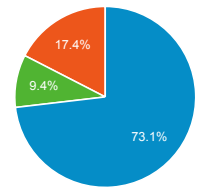
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Sex Trafficking Awareness Videos Homeland Security	227,179
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	164,456
REAL ID Homeland Security	46,671
REAL ID Frequently Asked Questions Homeland Security	43,812
Department of Homeland Security and Department of Labor Rule Restores Integrity to H-1B Visa Program Homeland Security	35,499
What Is Human Trafficking? Homeland Security	25,154
Hoja Informativa: Medidas Implementadas por DHS en la Frontera para Limitar la Propagación Más Allá del Coronavirus Homeland Security	22,558
Immigration Data and Statistics Homeland Security	19,631
12 Months Remaining Until Full REAL ID Enforcement Deadline Homeland Security	16,335
Search Job Postings Homeland Security	13,009

DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2020- 10/31/2020

Overall Customer Satisfaction Score

66.71

How would you rate your overall experience today?

66.00

Answer Choices	Responses	Points	Score
▪ Outstanding	271	100	27100
▪ Above Average	229	75	17175
▪ Average	266	50	13300
▪ Below Average	73	25	1825
▪ Poor	61	0	0
Total	900		59400

Were you able to complete the purpose of your visit?

57.78

Answer Choices	Responses	Points	Score
▪ Yes	520	100	52000
▪ No	380	0	0
Total	900		52000

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

85.89

Answer Choices	Responses	Points	Score
▪ Yes	773	100	77300
▪ No	127	0	0
Total	900		77300

Will you recommend this website to a friend or colleague?

76.44

Answer Choices	Responses	Points	Score
▪ Yes	688	100	68800
▪ No	212	0	0
Total	900		68800

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

57.95

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	470	100	47000
▪ Had technical difficulties (e.g. error messages, broken links)	35	0	0
▪ Links did not take me where I expected	32	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	163	0	0
▪ Too many links or navigational choices	22	0	0
▪ Would often feel lost, not know where I was	31	0	0
Total	811		47000

How was your experience using our site search?

44.30

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	202	100	20200
▪ I was not sure what words to use in my search	45	0	0
▪ Results were not helpful	83	0	0
▪ Results were not relevant to my search terms or needs	59	0	0
▪ Results were too similar / redundant	14	0	0
▪ Returned not enough or no results	35	0	0
▪ Returned too many results	18	0	0
Total	456		20200

DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2020- 10/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	41	4.56%
▪ Contact information	70	7.78%
▪ Contracting opportunities	8	0.89%
▪ Cybersecurity	55	6.11%
▪ Disaster assistance	15	1.67%
▪ Email, RSS feeds, or subscription services	14	1.56%
▪ Forms or publications	60	6.67%
▪ Human trafficking	62	6.89%
▪ Immigration and citizenship	96	10.67%
▪ Information about DHS (leadership, history, etc.)	72	8.00%
▪ Jobs / career information	123	13.67%
▪ Law enforcement	40	4.44%
▪ News	66	7.33%
▪ Photographs	5	0.56%
▪ Small business resources	5	0.56%
▪ Training	57	6.33%
▪ Travel	102	11.33%
▪ Videos	9	1.00%
Total	900	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	13	3.71%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	212	60.57%
▪ Error on page	10	2.86%
▪ Multimedia / technical problem	11	3.14%
▪ Outdated information	18	5.14%
▪ Other	86	24.57%
Total	350	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	63	7.00%
▪ Educator	55	6.11%
▪ Federal government employee	41	4.56%
▪ First responder / law enforcement official	55	6.11%
▪ Government contractor	23	2.56%
▪ International visitor	27	3.00%
▪ Job seeker	73	8.11%
▪ Media representative	5	0.56%
▪ Non-profit staff or volunteer	40	4.44%
▪ Seeking citizenship or immigration information	37	4.11%
▪ State, tribal, territorial or local government representative	11	1.22%
▪ Student	191	21.22%
▪ Traveler (domestic or international)	80	8.89%
▪ Other	199	22.11%
Total	900	100%