

# DHS.gov Web Performance Metrics

Nov 1, 2020 - Nov 30, 2020

**All Users**  
100.00% Sessions

## Total Visits

**2,975,280**

% of Total: 100.00% (2,975,280)



## Avg. Visit Duration

**00:01:14**

Avg for View: 00:01:14 (0.00%)



## Pageviews

**4,924,664**

% of Total: 100.00% (4,924,664)



## Unique Visitors

**2,400,506**

% of Total: 100.00% (2,400,506)



## Avg. Pages / Visit

**1.66**

Avg for View: 1.66 (0.00%)



## Avg. Time on Page

**00:01:52**

Avg for View: 00:01:52 (0.00%)



## Bounce Rate

**67.95%**

Avg for View: 67.95% (0.00%)



## Top Pages

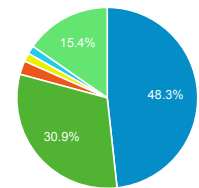
Page Title	Pageviews	Bounce Rate
Sex Trafficking Awareness Videos   Homeland Security	471,023	77.78%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus   Homeland Security	190,156	62.03%
Website Privacy Policy   Homeland Security	130,517	69.08%
Secretary Nielsen Statement on President Trump's Election Security Executive Order   Homeland Security	123,367	85.65%
REAL ID   Homeland Security	105,579	60.46%
Redirection page   Homeland Security	92,440	56.46%
REAL ID Frequently Asked Questions   Homeland Security	80,426	79.85%
Election Security   Homeland Security	71,265	67.93%
Have a Safe and Happy Thanksgiving   Homeland Security	56,261	91.40%
News   Homeland Security	40,252	32.81%

## Visits by Social Network

Social Network	Sessions
Facebook	38,393
Twitter	25,104
YouTube	3,338
reddit	2,910
LinkedIn	1,588
Blogger	508
Instagram	297
Quora	277
TripAdvisor	133
TypePad	79

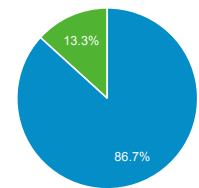
## Visits by Source

google (direct) dhs.gov  
bing m.facebook.com  
Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## DHS.gov Search Performance Metrics

Nov 1, 2020 - Nov 30, 2020

**All Users**  
100.00% Sessions

### Visits to DHS.gov

**2,975,280**

% of Total: 100.00% (2,975,280)



### Total Internal Searches

**86,726**

% of Total: 100.00% (86,726)



### Total External Searches (Google)

**1,228,697**

% of Total: 41.30% (1,228,697)

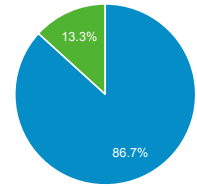


### Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
watermark ballots	1,487	0
election audit sting	1,160	0
election	1,074	0
watermark	1,014	0
election audit	997	0
election audit sting 2020	954	0
ballot watermark	885	0
watermarked ballots	782	0
Election	739	0
election ballot water mark	653	0

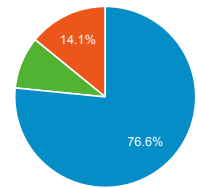
### New vs. Returned Visitors

■ 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	255,655
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus   Homeland Security	136,326
Have a Safe and Happy Thanksgiving   Homeland Security	48,604
REAL ID   Homeland Security	30,644
Election Security   Homeland Security	27,533
REAL ID Frequently Asked Questions   Homeland Security	25,497
What Is Human Trafficking?   Homeland Security	21,501
Hoja Informativa: Medidas Implementadas por DHS en la Frontera para Limitar la Propagación Más Allá del Coronavirus   Homeland Security	20,951
Immigration Data and Statistics   Homeland Security	19,696
12 Months Remaining Until Full REAL ID Enforcement Deadline   Homeland Security	15,992

# DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2020- 11/30/2020

## Overall Customer Satisfaction Score

**68.60**

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

**65.51**

Answer Choices	Responses	Points	Score
▪ Outstanding	239	100	23900
▪ Above Average	256	75	19200
▪ Average	251	50	12550
▪ Below Average	59	25	1475
▪ Poor	67	0	0
<b>Total</b>	<b>872</b>		<b>57125</b>

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

**58.26**

Answer Choices	Responses	Points	Score
▪ Yes	508	100	50800
▪ No	364	0	0
<b>Total</b>	<b>872</b>		<b>50800</b>

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

**85.78**

Answer Choices	Responses	Points	Score
▪ Yes	748	100	74800
▪ No	124	0	0
<b>Total</b>	<b>872</b>		<b>74800</b>

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

**79.13**

Answer Choices	Responses	Points	Score
▪ Yes	690	100	69000
▪ No	182	0	0
<b>Total</b>	<b>872</b>		<b>69000</b>

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

**61.21**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	497	100	49700
▪ Had technical difficulties (e.g. error messages, broken links)	25	0	0
▪ Links did not take me where I expected	29	0	0
▪ Links / labels are difficult to understand, they are not intuitive	44	0	0
▪ Navigated to general area but couldn't find the specific content needed	146	0	0
▪ Too many links or navigational choices	34	0	0
▪ Would often feel lost, not know where I was	37	0	0
<b>Total</b>	<b>812</b>		<b>49700</b>

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

**53.60**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	231	100	23100
▪ I was not sure what words to use in my search	41	0	0
▪ Results were not helpful	66	0	0
▪ Results were not relevant to my search terms or needs	44	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	21	0	0
▪ Returned too many results	12	0	0
<b>Total</b>	<b>431</b>		<b>23100</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2020- 11/30/2020

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	42	4.82%
▪ Contact information	49	5.62%
▪ Contracting opportunities	11	1.26%
▪ Cybersecurity	80	9.17%
▪ Disaster assistance	11	1.26%
▪ Email, RSS feeds, or subscription services	16	1.83%
▪ Forms or publications	68	7.80%
▪ Human trafficking	63	7.22%
▪ Immigration and citizenship	82	9.40%
▪ Information about DHS (leadership, history, etc.)	87	9.98%
▪ Jobs / career information	88	10.09%
▪ Law enforcement	37	4.24%
▪ News	98	11.24%
▪ Photographs	4	0.46%
▪ Small business resources	8	0.92%
▪ Training	42	4.82%
▪ Travel	77	8.83%
▪ Videos	9	1.03%
<b>Total</b>	<b>872</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	11	3.22%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	217	63.45%
▪ Error on page	11	3.22%
▪ Multimedia / technical problem	7	2.05%
▪ Outdated information	19	5.56%
▪ Other	77	22.51%
<b>Total</b>	<b>342</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	55	6.31%
▪ Educator	46	5.28%
▪ Federal government employee	58	6.65%
▪ First responder / law enforcement official	50	5.73%
▪ Government contractor	28	3.21%
▪ International visitor	22	2.52%
▪ Job seeker	45	5.16%
▪ Media representative	7	0.80%
▪ Non-profit staff or volunteer	31	3.56%
▪ Seeking citizenship or immigration information	24	2.75%
▪ State, tribal, territorial or local government representative	17	1.95%
▪ Student	210	24.08%
▪ Traveler (domestic or international)	56	6.42%
▪ Other	223	25.57%
<b>Total</b>	<b>872</b>	<b>100%</b>