

DHS.gov Web Performance Metrics

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Total Visits

2,668,951

% of Total: 100.00% (2,668,951)



Avg. Visit Duration

00:01:12

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



Pageviews

4,343,586

% of Total: 100.00% (4,343,586)



Unique Visitors

2,088,597

% of Total: 100.00% (2,088,597)



Avg. Pages / Visit

1.63

Avg for View: 1.63 (0.00%)



Avg. Time on Page

00:01:54

Avg for View: 00:01:54 (0.00%)



Bounce Rate

67.68%

Avg for View: 67.68% (0.00%)



Top Pages

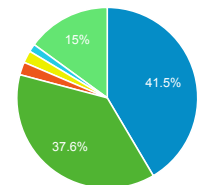
Page Title	Pageviews	Bounce Rate
Sex Trafficking Awareness Videos Homeland Security	499,146	77.57%
Website Privacy Policy Homeland Security	289,727	70.50%
Update: Deferred Action for Childhood Arrivals Homeland Security	120,522	73.64%
REAL ID Homeland Security	91,886	62.13%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	89,761	66.18%
REAL ID Frequently Asked Questions Homeland Security	67,141	79.18%
Redirection page Homeland Security	63,225	68.07%
12 Months Remaining Until Full REAL ID Enforcement Deadline Homeland Security	30,900	80.99%
- DHS.gov Search Results	30,069	18.88%
Coronavirus (COVID-19) Homeland Security	29,825	49.01%

Visits by Social Network

Social Network	Sessions
Facebook	52,882
Twitter	8,528
LinkedIn	1,757
YouTube	1,337
reddit	654
Quora	648
Blogger	395
Instagram	201
Instagram Stories	136
TripAdvisor	95

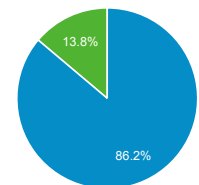
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Visits to DHS.gov

2,668,951

% of Total: 100.00% (2,668,951)



Total Internal Searches

61,397

% of Total: 100.00% (61,397)



Total External Searches (Google)

952,363

% of Total: 35.68% (952,363)

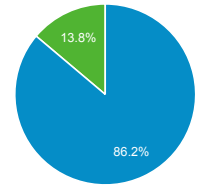


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
Daca	1,189	0
daca	1,148	0
daca new applications	578	0
DACA	546	0
careers	456	0
global entry	415	0
tps extension el salvador	383	0
tps	358	0
jobs	318	0
covid	277	0

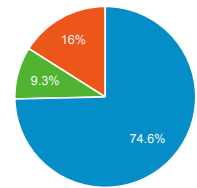
New vs. Returned Visitors

■ 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	272,107
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	65,212
Update: Deferred Action for Childhood Arrivals Homeland Security	32,178
REAL ID Homeland Security	27,415
12 Months Remaining Until Full REAL ID Enforcement Deadline Homeland Security	24,443
REAL ID Frequently Asked Questions Homeland Security	18,654
Learn What I Can Bring on the Plane Homeland Security	17,197
What Is Human Trafficking? Homeland Security	15,837
Search Job Postings Homeland Security	10,723
Immigration Data and Statistics Homeland Security	9,290

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2020- 12/31/2020

Overall Customer Satisfaction Score

69.32

How would you rate your overall experience today?

66.01

Answer Choices	Responses	Points	Score
▪ Outstanding	197	100	19700
▪ Above Average	180	75	13500
▪ Average	184	50	9200
▪ Below Average	44	25	1100
▪ Poor	54	0	0
Total	659		43500

Were you able to complete the purpose of your visit?

58.27

Answer Choices	Responses	Points	Score
▪ Yes	384	100	38400
▪ No	275	0	0
Total	659		38400

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

87.56

Answer Choices	Responses	Points	Score
▪ Yes	577	100	57700
▪ No	82	0	0
Total	659		57700

Will you recommend this website to a friend or colleague?

80.88

Answer Choices	Responses	Points	Score
▪ Yes	533	100	53300
▪ No	126	0	0
Total	659		53300

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

61.33

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	360	100	36000
▪ Had technical difficulties (e.g. error messages, broken links)	24	0	0
▪ Links did not take me where I expected	28	0	0
▪ Links / labels are difficult to understand, they are not intuitive	33	0	0
▪ Navigated to general area but couldn't find the specific content needed	96	0	0
▪ Too many links or navigational choices	16	0	0
▪ Would often feel lost, not know where I was	30	0	0
Total	587		36000

How was your experience using our site search?

52.60

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	172	100	17200
▪ I was not sure what words to use in my search	26	0	0
▪ Results were not helpful	58	0	0
▪ Results were not relevant to my search terms or needs	25	0	0
▪ Results were too similar / redundant	10	0	0
▪ Returned not enough or no results	26	0	0
▪ Returned too many results	10	0	0
Total	327		17200

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2020- 12/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	36	5.46%
▪ Contact information	51	7.74%
▪ Contracting opportunities	11	1.67%
▪ Cybersecurity	43	6.53%
▪ Disaster assistance	19	2.88%
▪ Email, RSS feeds, or subscription services	7	1.06%
▪ Forms or publications	36	5.46%
▪ Human trafficking	38	5.77%
▪ Immigration and citizenship	66	10.02%
▪ Information about DHS (leadership, history, etc.)	57	8.65%
▪ Jobs / career information	83	12.59%
▪ Law enforcement	30	4.55%
▪ News	45	6.83%
▪ Photographs	1	0.15%
▪ Small business resources	13	1.97%
▪ Training	43	6.53%
▪ Travel	58	8.80%
▪ Videos	22	3.34%
Total	659	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	7	2.56%
▪ Content wasn't easy to understand	15	5.49%
▪ Could not find what I was looking for	143	52.38%
▪ Error on page	8	2.93%
▪ Multimedia / technical problem	14	5.13%
▪ Outdated information	22	8.06%
▪ Other	64	23.44%
Total	273	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	40	6.07%
▪ Educator	39	5.92%
▪ Federal government employee	61	9.26%
▪ First responder / law enforcement official	42	6.37%
▪ Government contractor	28	4.25%
▪ International visitor	23	3.49%
▪ Job seeker	59	8.95%
▪ Media representative	6	0.91%
▪ Non-profit staff or volunteer	22	3.34%
▪ Seeking citizenship or immigration information	36	5.46%
▪ State, tribal, territorial or local government representative	12	1.82%
▪ Student	116	17.60%
▪ Traveler (domestic or international)	38	5.77%
▪ Other	137	20.79%
Total	659	100%