

## DHS.gov Web Performance Metrics

Jan 1, 2021 - Jan 31, 2021

**All Users**  
100.00% Sessions

### Total Visits

**3,180,386**

% of Total: 100.00% (3,180,386)



### Avg. Visit Duration

**00:01:13**

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



### Pageviews

**5,216,119**

% of Total: 100.00% (5,216,119)



### Unique Visitors

**2,521,141**

% of Total: 100.00% (2,521,141)



### Avg. Pages / Visit

**1.64**

Avg for View: 1.64 (0.00%)



### Avg. Time on Page

**00:01:54**

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



### Bounce Rate

**68.14%**

Avg for View: 68.14% (0.00%)

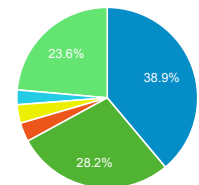


### Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	232,223	76.30%
Website Privacy Policy   Homeland Security	116,612	60.30%
DHS Issues a National Terrorism Advisory System (NTAS) Bulletin   Homeland Security	106,564	73.81%
Sex Trafficking Awareness Videos   Homeland Security	56,890	78.77%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus   Homeland Security	55,251	70.15%
Coronavirus (COVID-19)   Homeland Security	49,731	50.24%
REAL ID FAQs   Homeland Security	47,863	79.67%
Redirection page   Homeland Security	45,404	70.00%
National Terrorism Advisory System   Homeland Security	43,154	54.47%
#WearBlueDay   Homeland Security	38,426	81.62%

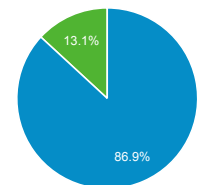
### Visits by Source

■ google
 ■ (direct)
 ■ m.facebook.com
 ■ fbig
 ■ dhs.gov
 ■ Other



### New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



### Visits by Social Network

Social Network	Sessions
Facebook	230,738
Twitter	62,671
LinkedIn	3,079
YouTube	2,839
reddit	1,162
Quora	857
Blogger	795
Instagram	771
Instagram Stories	720
WordPress	353

## DHS.gov Search Performance Metrics

Jan 1, 2021 - Jan 31, 2021

All Users  
100.00% Sessions

### Visits to DHS.gov

**3,180,386**

% of Total: 100.00% (3,180,386)



### Total Internal Searches

**71,485**

% of Total: 100.00% (71,485)



### Total External Searches (Google)

**887,278**

% of Total: 27.90% (3,180,386)

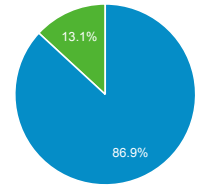


### Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	581	0
careers	562	0
jobs	305	0
daca	296	0
forms	257	0
Jobs	248	0
career	238	0
covid	229	0
travel restriction s	191	0
passport	181	0

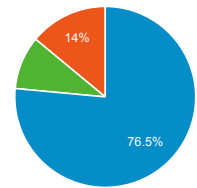
### New vs. Returned Visitors

New Visitor Returning Visitor



### Avg. Visits per Visitor

1 2 Other



### Top External Searches (Google - as reported)

Page Title	Sessions
National Terrorism Advisory System Bulletin - January 27, 2021   Homeland Security	50,904
REAL ID   Homeland Security	49,646
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Corona virus   Homeland Security	39,875
Sex Trafficking Awareness Videos   Homeland Security	32,373
12 Months Remaining Until Full REAL ID Enforcement Deadline   Homeland Security	21,544
What Is Human Trafficking?   Homeland Security	17,588
REAL ID FAQs   Homeland Security	15,128
Learn What I Can Bring on the Plane   Homeland Security	13,851
Homeland Security Careers   Homeland Security	13,031
Search Job Postings   Homeland Security	12,783

# DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2021- 01/31/2021

## Overall Customer Satisfaction Score

**71.08**

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

**65.15**

Answer Choices	Responses	Points	Score
▪ Outstanding	310	100	31000
▪ Above Average	365	75	27375
▪ Average	325	50	16250
▪ Below Average	85	25	2125
▪ Poor	93	0	0
<b>Total</b>	<b>1178</b>		<b>76750</b>

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

**64.01**

Answer Choices	Responses	Points	Score
▪ Yes	754	100	75400
▪ No	424	0	0
<b>Total</b>	<b>1178</b>		<b>75400</b>

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

**86.25**

Answer Choices	Responses	Points	Score
▪ Yes	1016	100	101600
▪ No	162	0	0
<b>Total</b>	<b>1178</b>		<b>101600</b>

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

**80.56**

Answer Choices	Responses	Points	Score
▪ Yes	949	100	94900
▪ No	229	0	0
<b>Total</b>	<b>1178</b>		<b>94900</b>

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

**66.70**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	713	100	71300
▪ Had technical difficulties (e.g. error messages, broken links)	39	0	0
▪ Links did not take me where I expected	38	0	0
▪ Links / labels are difficult to understand, they are not intuitive	67	0	0
▪ Navigated to general area but couldn't find the specific content needed	161	0	0
▪ Too many links or navigational choices	17	0	0
▪ Would often feel lost, not know where I was	34	0	0
<b>Total</b>	<b>1069</b>		<b>71300</b>

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

**55.26**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	315	100	31500
▪ I was not sure what words to use in my search	44	0	0
▪ Results were not helpful	101	0	0
▪ Results were not relevant to my search terms or needs	54	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	29	0	0
▪ Returned too many results	15	0	0
<b>Total</b>	<b>570</b>		<b>31500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2021- 01/31/2021

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	48	4.07%
▪ Contact information	96	8.15%
▪ Contracting opportunities	15	1.27%
▪ Cybersecurity	59	5.01%
▪ Disaster assistance	35	2.97%
▪ Email, RSS feeds, or subscription services	19	1.61%
▪ Forms or publications	75	6.37%
▪ Human trafficking	84	7.13%
▪ Immigration and citizenship	93	7.89%
▪ Information about DHS (leadership, history, etc.)	91	7.72%
▪ Jobs / career information	124	10.53%
▪ Law enforcement	79	6.71%
▪ News	211	17.91%
▪ Photographs	5	0.42%
▪ Small business resources	12	1.02%
▪ Training	65	5.52%
▪ Travel	57	4.84%
▪ Videos	10	0.85%
<b>Total</b>	<b>1178</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	13	3.33%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	232	59.49%
▪ Error on page	12	3.08%
▪ Multimedia / technical problem	8	2.05%
▪ Outdated information	27	6.92%
▪ Other	98	25.13%
<b>Total</b>	<b>390</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	120	10.19%
▪ Educator	76	6.45%
▪ Federal government employee	63	5.35%
▪ First responder / law enforcement official	80	6.79%
▪ Government contractor	41	3.48%
▪ International visitor	29	2.46%
▪ Job seeker	75	6.37%
▪ Media representative	17	1.44%
▪ Non-profit staff or volunteer	37	3.14%
▪ Seeking citizenship or immigration information	51	4.33%
▪ State, tribal, territorial or local government representative	31	2.63%
▪ Student	170	14.43%
▪ Traveler (domestic or international)	52	4.41%
▪ Other	336	28.52%
<b>Total</b>	<b>1178</b>	<b>100%</b>