

DHS.gov Web Performance Metrics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Total Visits

2,150,723

% of Total: 100.00% (2,150,723)



Avg. Visit Duration

00:01:29

Avg for View: 00:01:29 (0.00%)



Pageviews

3,866,484

% of Total: 100.00% (3,866,484)



Unique Visitors

1,644,407

% of Total: 100.00% (1,644,407)



Avg. Pages / Visit

1.80

Avg for View: 1.80 (0.00%)



Avg. Time on Page

00:01:51

Avg for View: 00:01:51 (0.00%)



Bounce Rate

66.63%

Avg for View: 66.63% (0.00%)



Top Pages

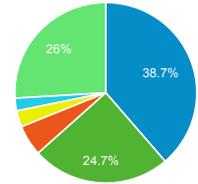
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	303,008	79.98%
Website Privacy Policy Homeland Security	67,447	65.08%
REAL ID FAQs Homeland Security	60,599	79.77%
Indicators of Human Trafficking Homeland Security	42,302	95.95%
Redirection page Homeland Security	40,780	51.76%
Homeland Security Careers Homeland Security	36,547	37.79%
About DHS Homeland Security	33,473	44.79%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	32,679	73.68%
Coronavirus (COVID-19) Homeland Security	32,517	43.76%
Recognize the Signs Homeland Security	32,314	90.02%

Visits by Social Network

Social Network	Sessions
Facebook	37,453
Twitter	8,649
reddit	7,904
LinkedIn	5,342
Instagram Stories	883
YouTube	876
Instagram	670
Blogger	562
Quora	536
TypePad	48

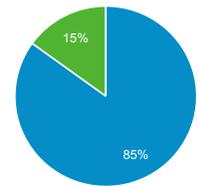
Visits by Source

google (direct) fbig
dhs.gov Bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Visits to DHS.gov

2,150,723

% of Total: 100.00% (2,150,723)



Total Internal Searches

64,672

% of Total: 100.00% (64,672)



Total External Searches (Google)

671,473

% of Total: 31.22% (671,473)

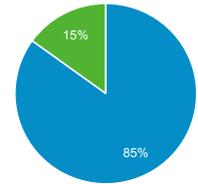


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	549	0
global entry	543	0
jobs	364	0
real id	221	0
forms	215	0
Careers	197	0
travel restrictions	191	0
case status	179	0
daca	173	0
Mpp	161	0

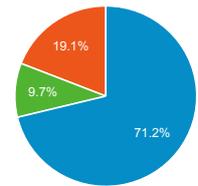
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	64,175
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security	23,664
What Is Human Trafficking? Homeland Security	21,891
12 Months Remaining Until Full REAL ID Enforcement Deadline Homeland Security	17,044
REAL ID FAQs Homeland Security	14,322
Learn What I Can Bring on the Plane Homeland Security	13,402
Homeland Security Careers Homeland Security	11,713
Search Job Postings Homeland Security	10,871
Apply for a U.S. Passport Homeland Security	10,537
National Terrorism Advisory System Widget	10,226

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2021- 02/28/2021

Overall Customer Satisfaction Score

69.69

How would you rate your overall experience today?

65.56

Answer Choices	Responses	Points	Score
▪ Outstanding	257	100	25700
▪ Above Average	228	75	17100
▪ Average	254	50	12700
▪ Below Average	64	25	1600
▪ Poor	68	0	0
Total	871		57100

Were you able to complete the purpose of your visit?

62.57

Answer Choices	Responses	Points	Score
▪ Yes	545	100	54500
▪ No	326	0	0
Total	871		54500

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

86.76

Answer Choices	Responses	Points	Score
▪ Yes	747	100	74700
▪ No	114	0	0
Total	861		74700

Will you recommend this website to a friend or colleague?

80.95

Answer Choices	Responses	Points	Score
▪ Yes	697	100	69700
▪ No	164	0	0
Total	861		69700

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

60.61

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	474	100	47400
▪ Had technical difficulties (e.g. error messages, broken links)	29	0	0
▪ Links did not take me where I expected	29	0	0
▪ Links / labels are difficult to understand, they are not intuitive	39	0	0
▪ Navigated to general area but couldn't find the specific content needed	143	0	0
▪ Too many links or navigational choices	31	0	0
▪ Would often feel lost, not know where I was	37	0	0
Total	782		47400

How was your experience using our site search?

52.21

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	224	100	22400
▪ I was not sure what words to use in my search	31	0	0
▪ Results were not helpful	67	0	0
▪ Results were not relevant to my search terms or needs	41	0	0
▪ Results were too similar / redundant	22	0	0
▪ Returned not enough or no results	34	0	0
▪ Returned too many results	10	0	0
Total	429		22400

DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2021- 02/28/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	35	4.02%
▪ Contact information	66	7.58%
▪ Contracting opportunities	12	1.38%
▪ Cybersecurity	59	6.77%
▪ Disaster assistance	25	2.87%
▪ Email, RSS feeds, or subscription services	22	2.53%
▪ Forms or publications	41	4.71%
▪ Human trafficking	52	5.97%
▪ Immigration and citizenship	127	14.58%
▪ Information about DHS (leadership, history, etc.)	74	8.50%
▪ Jobs / career information	106	12.17%
▪ Law enforcement	31	3.56%
▪ News	40	4.59%
▪ Photographs	2	0.23%
▪ Small business resources	12	1.38%
▪ Training	83	9.53%
▪ Travel	50	5.74%
▪ Videos	9	1.03%
▪ Other	25	2.87%
Total	871	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	11	3.68%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	195	65.22%
▪ Error on page	9	3.01%
▪ Multimedia / technical problem	1	0.33%
▪ Outdated information	15	5.02%
▪ Other	68	22.74%
Total	299	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	69	8.01%
▪ Educator	48	5.57%
▪ Federal government employee	57	6.62%
▪ First responder / law enforcement official	44	5.11%
▪ Government contractor	71	8.25%
▪ International visitor	17	1.97%
▪ Job seeker	71	8.25%
▪ Media representative	7	0.81%
▪ Non-profit staff or volunteer	28	3.25%
▪ Seeking citizenship or immigration information	59	6.85%
▪ State, tribal, territorial or local government representative	19	2.21%
▪ Student	156	18.12%
▪ Traveler (domestic or international)	48	5.57%
▪ Other	167	19.40%
Total	861	100%