

# DHS.gov Web Performance Metrics

Mar 1, 2021 - Mar 31, 2021

All Users  
100.00% Sessions

## Total Visits

**2,780,604**

% of Total: 100.00% (2,780,604)



## Avg. Visit Duration

**00:01:24**

Avg for View: 00:01:24 (0.00%)



## Pageviews

**4,850,756**

% of Total: 100.00% (4,850,756)



## Unique Visitors

**2,173,934**

% of Total: 100.00% (2,173,934)



## Avg. Pages / Visit

**1.74**

Avg for View: 1.74 (0.00%)



## Avg. Time on Page

**00:01:52**

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



## Bounce Rate

**67.59%**

Avg for View: 67.59% (0.00%)

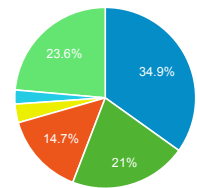


## Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	756,318	79.73%
REAL ID FAQs   Homeland Security	96,456	79.68%
Website Privacy Policy   Homeland Security	72,061	58.78%
Sex Trafficking Awareness Videos   Homeland Security	56,053	79.08%
Secretary Mayorkas Designates Venezuela for Temporary Protected Status for 18 Months   Homeland Security	55,174	70.55%
Secretary Mayorkas Designates Burma for Temporary Protected Status   Homeland Security	39,539	85.48%
What Is Human Trafficking?   Homeland Security	37,490	80.96%
Immigration Data and Statistics   Homeland Security	37,029	46.80%
About DHS   Homeland Security	35,129	51.40%
Coronavirus (COVID-19)   Homeland Security	34,161	43.97%

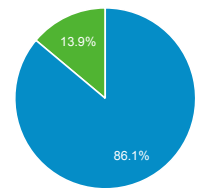
## Visits by Source

■ google
 ■ (direct)
 ■ Corporate Initiative\_Security
 ■ fbig
 ■ dhs.gov
 ■ Other



## New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



## Visits by Social Network

Social Network	Sessions
Facebook	54,714
Twitter	23,694
reddit	4,785
LinkedIn	4,459
Instagram Stories	1,278
Instagram	778
Quora	669
YouTube	440
Blogger	320
TypePad	81

## DHS.gov Search Performance Metrics

Mar 1, 2021 - Mar 31, 2021

**All Users**  
100.00% Sessions

### Visits to DHS.gov

**2,780,604**

% of Total: 100.00% (2,780,604)



### Total Internal Searches

**75,794**

% of Total: 100.00% (75,794)



### Total External Searches (Google)

**848,407**

% of Total: 30.51% (848,407)

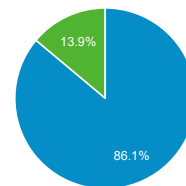


### Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	872	0
careers	514	0
jobs	358	0
passport	276	0
tps	268	0
real id	261	0
forms	238	0
tsa	238	0
covid	231	0
Jobs	209	0

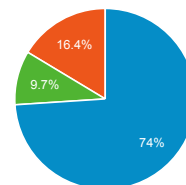
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



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

Page Title	Sessions
REAL ID   Homeland Security	92,731
Sex Trafficking Awareness Videos   Homeland Security	31,084
What Is Human Trafficking?   Homeland Security	26,563
REAL ID FAQs   Homeland Security	23,553
Apply for a U.S. Passport   Homeland Security	21,259
Secretary Mayorkas Designates Venezuela for Temporary Protected Status for 18 Months   Homeland Security	19,427
12 Months Remaining Until Full REAL ID Enforcement Deadline   Homeland Security	19,308
Immigration Data and Statistics   Homeland Security	17,609
Learn What I Can Bring on the Plane   Homeland Security	16,641
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus   Homeland Security	14,093

# DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2021- 03/31/2021

## Overall Customer Satisfaction Score

**65.14**

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

**61.34**

Answer Choices	Responses	Points	Score
▪ Outstanding	506	100	50600
▪ Above Average	495	75	37125
▪ Average	500	50	25000
▪ Below Average	155	25	3875
▪ Poor	245	0	0
<b>Total</b>	<b>1901</b>		<b>116600</b>

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

**56.60**

Answer Choices	Responses	Points	Score
▪ Yes	1076	100	107600
▪ No	825	0	0
<b>Total</b>	<b>1901</b>		<b>107600</b>

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

**83.21**

Answer Choices	Responses	Points	Score
▪ Yes	1368	100	136800
▪ No	276	0	0
<b>Total</b>	<b>1644</b>		<b>136800</b>

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

**76.89**

Answer Choices	Responses	Points	Score
▪ Yes	1264	100	126400
▪ No	380	0	0
<b>Total</b>	<b>1644</b>		<b>126400</b>

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

**58.27**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	958	100	95800
▪ Had technical difficulties (e.g. error messages, broken links)	101	0	0
▪ Links did not take me where I expected	56	0	0
▪ Links / labels are difficult to understand, they are not intuitive	130	0	0
▪ Navigated to general area but couldn't find the specific content needed	262	0	0
▪ Too many links or navigational choices	66	0	0
▪ Would often feel lost, not know where I was	71	0	0
<b>Total</b>	<b>1644</b>		<b>95800</b>

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

**50.66**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	498	100	49800
▪ I was not sure what words to use in my search	107	0	0
▪ Results were not helpful	172	0	0
▪ Results were not relevant to my search terms or needs	86	0	0
▪ Results were too similar / redundant	31	0	0
▪ Returned not enough or no results	63	0	0
▪ Returned too many results	26	0	0
<b>Total</b>	<b>983</b>		<b>49800</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2021- 03/31/2021

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	107	5.63%
▪ Contact information	101	5.31%
▪ Contracting opportunities	19	1.00%
▪ Cybersecurity	86	4.52%
▪ Disaster assistance	30	1.58%
▪ Email, RSS feeds, or subscription services	15	0.79%
▪ Forms or publications	55	2.89%
▪ Human trafficking	71	3.73%
▪ Immigration and citizenship	183	9.63%
▪ Information about DHS (leadership, history, etc.)	78	4.10%
▪ Jobs / career information	158	8.31%
▪ Law enforcement	36	1.89%
▪ News	47	2.47%
▪ Photographs	7	0.37%
▪ Small business resources	20	1.05%
▪ Training	160	8.42%
▪ Travel	115	6.05%
▪ Videos	11	0.58%
▪ Other	602	31.67%
<b>Total</b>	<b>1901</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	24	3.97%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	450	74.38%
▪ Error on page	65	10.74%
▪ Multimedia / technical problem	25	4.13%
▪ Outdated information	41	6.78%
▪ Other	0	0.00%
<b>Total</b>	<b>605</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	119	7.24%
▪ Educator	101	6.14%
▪ Federal government employee	99	6.02%
▪ First responder / law enforcement official	87	5.29%
▪ Government contractor	126	7.66%
▪ International visitor	34	2.07%
▪ Job seeker	115	7.00%
▪ Media representative	12	0.73%
▪ Non-profit staff or volunteer	49	2.98%
▪ Seeking citizenship or immigration information	85	5.17%
▪ State, tribal, territorial or local government representative	21	1.28%
▪ Student	237	14.42%
▪ Traveler (domestic or international)	134	8.15%
▪ Other	425	25.85%
<b>Total</b>	<b>1644</b>	<b>100%</b>