

DHS.gov Web Performance Metrics

Apr 1, 2021 - Apr 30, 2021

All Users
100.00% Sessions

Total Visits

2,220,244

% of Total: 100.00% (2,220,244)



Avg. Visit Duration

00:01:26

Avg for View: 00:01:26 (0.00%)



Pageviews

3,907,661

% of Total: 100.00% (3,907,661)



Unique Visitors

1,706,730

% of Total: 100.00% (1,706,730)



Avg. Pages / Visit

1.76

Avg for View: 1.76 (0.00%)



Avg. Time on Page

00:01:53

Avg for View: 00:01:53 (0.00%)



Bounce Rate

66.39%

Avg for View: 66.39% (0.00%)



Top Pages

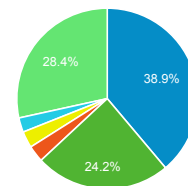
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	375,019	76.51%
REAL ID FAQs Homeland Security	95,812	79.50%
Website Privacy Policy Homeland Security	60,079	61.42%
Blue Campaign Newsletters Homeland Security	39,048	83.61%
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	38,763	84.84%
Indicators of Human Trafficking Homeland Security	37,533	93.45%
What Is Human Trafficking? Homeland Security	37,219	81.53%
Coronavirus (COVID-19) Homeland Security	36,974	43.31%
Redirection page Homeland Security	36,286	84.71%
Immigration Data and Statistics Homeland Security	31,281	46.68%

Visits by Social Network

Social Network	Sessions
Facebook	28,684
Twitter	12,354
Quora	3,683
reddit	3,485
LinkedIn	3,462
YouTube	454
Blogger	282
Instagram	117
TripAdvisor	97
Fark	96

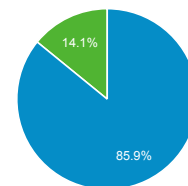
Visits by Source

google (direct) dhs.gov
fbig Bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Apr 1, 2021 - Apr 30, 2021

All Users
100.00% Sessions

Visits to DHS.gov

2,220,244

% of Total: 100.00% (2,220,244)



Total Internal Searches

67,081

% of Total: 100.00% (67,081)



Total External Searches (Google)

725,434

% of Total: 32.67% (725,434)

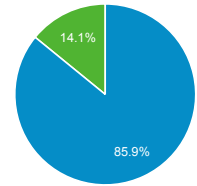


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	1,107	0
jobs	420	0
careers	390	0
real id	367	0
active shooter	326	6
Jobs	256	0
passport	251	0
forms	245	0
Global entry	181	0
Travel	181	0

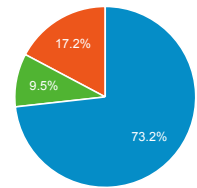
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	98,993
Blue Campaign Newsletters Homeland Security	28,635
What Is Human Trafficking? Homeland Security	25,972
REAL ID FAQs Homeland Security	24,288
Learn What I Can Bring on the Plane Homeland Security	15,827
Apply for a U.S. Passport Homeland Security	15,133
Immigration Data and Statistics Homeland Security	13,881
12 Months Remaining Until Full REAL ID Enforcement Deadline Homeland Security	12,220
DHS Statement on Equal Access to COVID-19 Vaccines and Vaccine Distribution Sites Homeland Security	11,643
Homeland Security Careers Homeland Security	11,311

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2021- 04/30/2021

Overall Customer Satisfaction Score

66.92

How would you rate your overall experience today?

64.17

Answer Choices	Responses	Points	Score
▪ Outstanding	535	100	53500
▪ Above Average	473	75	35475
▪ Average	572	50	28600
▪ Below Average	112	25	2800
▪ Poor	184	0	0
Total	1876		120375

Were you able to complete the purpose of your visit?

59.28

Answer Choices	Responses	Points	Score
▪ Yes	1112	100	111200
▪ No	764	0	0
Total	1876		111200

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

85.24

Answer Choices	Responses	Points	Score
▪ Yes	1357	100	135700
▪ No	235	0	0
Total	1592		135700

Will you recommend this website to a friend or colleague?

79.65

Answer Choices	Responses	Points	Score
▪ Yes	1268	100	126800
▪ No	324	0	0
Total	1592		126800

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

58.61

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	933	100	93300
▪ Had technical difficulties (e.g. error messages, broken links)	60	0	0
▪ Links did not take me where I expected	48	0	0
▪ Links / labels are difficult to understand, they are not intuitive	120	0	0
▪ Navigated to general area but couldn't find the specific content needed	264	0	0
▪ Too many links or navigational choices	81	0	0
▪ Would often feel lost, not know where I was	86	0	0
Total	1592		93300

How was your experience using our site search?

49.64

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	480	100	48000
▪ I was not sure what words to use in my search	102	0	0
▪ Results were not helpful	153	0	0
▪ Results were not relevant to my search terms or needs	100	0	0
▪ Results were too similar / redundant	27	0	0
▪ Returned not enough or no results	62	0	0
▪ Returned too many results	43	0	0
Total	967		48000

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2021- 04/30/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	71	3.78%
▪ Contact information	59	3.14%
▪ Contracting opportunities	34	1.81%
▪ Cybersecurity	100	5.33%
▪ Disaster assistance	40	2.13%
▪ Email, RSS feeds, or subscription services	14	0.75%
▪ Forms or publications	44	2.35%
▪ Human trafficking	115	6.13%
▪ Immigration and citizenship	147	7.84%
▪ Information about DHS (leadership, history, etc.)	86	4.58%
▪ Jobs / career information	152	8.10%
▪ Law enforcement	49	2.61%
▪ News	35	1.87%
▪ Photographs	3	0.16%
▪ Small business resources	13	0.69%
▪ Training	169	9.01%
▪ Travel	94	5.01%
▪ Videos	6	0.32%
▪ Other	645	34.38%
Total	1876	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	14	2.52%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	456	82.01%
▪ Error on page	19	3.42%
▪ Multimedia / technical problem	18	3.24%
▪ Outdated information	49	8.81%
▪ Other	0	0.00%
Total	556	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	127	7.98%
▪ Educator	89	5.59%
▪ Federal government employee	107	6.72%
▪ First responder / law enforcement official	80	5.03%
▪ Government contractor	125	7.85%
▪ International visitor	29	1.82%
▪ Job seeker	131	8.23%
▪ Media representative	13	0.82%
▪ Non-profit staff or volunteer	67	4.21%
▪ Seeking citizenship or immigration information	70	4.40%
▪ State, tribal, territorial or local government representative	29	1.82%
▪ Student	256	16.08%
▪ Traveler (domestic or international)	123	7.73%
▪ Other	346	21.73%
Total	1592	100%