

DHS.gov Web Performance Metrics

May 1, 2021 - May 31, 2021

All Users
100.00% Sessions

Total Visits

2,320,836

% of Total: 100.00% (2,320,836)



Avg. Visit Duration

00:01:24

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



Pageviews

4,001,867

% of Total: 100.00% (4,001,867)



Unique Visitors

1,763,593

% of Total: 100.00% (1,763,593)



Avg. Pages / Visit

1.72

Avg for View: 1.72 (0.00%)



Avg. Time on Page

00:01:55

Avg for View: 00:01:55 (0.00%)



Bounce Rate

66.47%

Avg for View: 66.47% (0.00%)



Top Pages

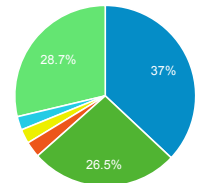
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	282,460	73.67%
Secretary Mayorkas Designates Haiti for Temporary Protected Status for 18 Months Homeland Security	117,342	83.77%
REAL ID FAQs Homeland Security	84,773	80.32%
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	63,046	87.50%
Website Privacy Policy Homeland Security	60,642	51.50%
DHS is Hiring Homeland Security	47,390	44.33%
What Is Human Trafficking? Homeland Security	42,294	81.35%
Homeland Security Careers Homeland Security	39,567	42.37%
Coronavirus (COVID-19) Homeland Security	37,965	47.58%
Indicators of Human Trafficking Homeland Security	36,126	92.87%

Visits by Social Network

Social Network	Sessions
Facebook	51,531
Twitter	22,205
LinkedIn	5,532
reddit	1,312
Quora	670
YouTube	635
Blogger	277
Instagram	154
TypePad	127
Instagram Stories	94

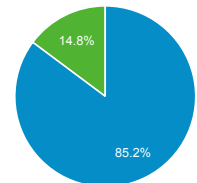
Visits by Source

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



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



DHS.gov Search Performance Metrics

May 1, 2021 - May 31, 2021

All Users
100.00% Sessions

Visits to DHS.gov

2,320,836

% of Total: 100.00% (2,320,836)



Total Internal Searches

66,649

% of Total: 100.00% (66,649)



Total External Searches (Google)

709,215

% of Total: 30.56% (2,320,836)



Top Internal Searches by Search Term

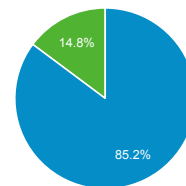
Search Term	Total Unique Searches	Organic Searches
global entry	819	0
real id	813	0
careers	432	0
jobs	392	0
forms	311	0
Jobs	271	0
tps	265	0
covid	219	0
Careers	208	0
passport	179	0

Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	88,733
What Is Human Trafficking? Homeland Security	28,701
Blue Campaign Newsletters Homeland Security	26,966
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	20,793
REAL ID FAQs Homeland Security	19,496
Learn What I Can Bring on the Plane Homeland Security	16,025
Secretary Mayorkas Designates Haiti for Temporary Protected Status for 18 Months Homeland Security	15,455
Check Wait Times Homeland Security	14,769
Apply for a U.S. Passport Homeland Security	14,204
Homeland Security Careers Homeland Security	12,584

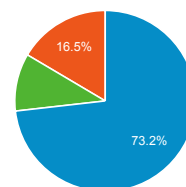
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2021- 05/31/2021

Overall Customer Satisfaction Score

66.77

How would you rate your overall experience today?

64.52

Answer Choices	Responses	Points	Score
▪ Outstanding	592	100	59200
▪ Above Average	500	75	37500
▪ Average	537	50	26850
▪ Below Average	155	25	3875
▪ Poor	191	0	0
Total	1975		127425

Were you able to complete the purpose of your visit?

57.82

Answer Choices	Responses	Points	Score
▪ Yes	1142	100	114200
▪ No	833	0	0
Total	1975		114200

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

86.03

Answer Choices	Responses	Points	Score
▪ Yes	1429	100	142900
▪ No	232	0	0
Total	1661		142900

Will you recommend this website to a friend or colleague?

79.65

Answer Choices	Responses	Points	Score
▪ Yes	1323	100	132300
▪ No	338	0	0
Total	1661		132300

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

58.64

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	974	100	97400
▪ Had technical difficulties (e.g. error messages, broken links)	64	0	0
▪ Links did not take me where I expected	46	0	0
▪ Links / labels are difficult to understand, they are not intuitive	144	0	0
▪ Navigated to general area but couldn't find the specific content needed	260	0	0
▪ Too many links or navigational choices	77	0	0
▪ Would often feel lost, not know where I was	96	0	0
Total	1661		97400

How was your experience using our site search?

48.51

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	471	100	47100
▪ I was not sure what words to use in my search	103	0	0
▪ Results were not helpful	150	0	0
▪ Results were not relevant to my search terms or needs	80	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	83	0	0
▪ Returned too many results	43	0	0
Total	971		47100

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2021- 05/31/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	64	3.24%
▪ Contact information	86	4.35%
▪ Contracting opportunities	30	1.52%
▪ Cybersecurity	115	5.82%
▪ Disaster assistance	33	1.67%
▪ Email, RSS feeds, or subscription services	22	1.11%
▪ Forms or publications	38	1.92%
▪ Human trafficking	89	4.51%
▪ Immigration and citizenship	162	8.20%
▪ Information about DHS (leadership, history, etc.)	64	3.24%
▪ Jobs / career information	210	10.63%
▪ Law enforcement	45	2.28%
▪ News	44	2.23%
▪ Photographs	9	0.46%
▪ Small business resources	23	1.16%
▪ Training	167	8.46%
▪ Travel	121	6.13%
▪ Videos	21	1.06%
▪ Other	632	32.00%
Total	1975	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	25	4.27%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	475	81.06%
▪ Error on page	20	3.41%
▪ Multimedia / technical problem	25	4.27%
▪ Outdated information	41	7.00%
▪ Other	0	0.00%
Total	586	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	114	6.86%
▪ Educator	97	5.84%
▪ Federal government employee	144	8.67%
▪ First responder / law enforcement official	68	4.09%
▪ Government contractor	136	8.19%
▪ International visitor	40	2.41%
▪ Job seeker	161	9.69%
▪ Media representative	8	0.48%
▪ Non-profit staff or volunteer	61	3.67%
▪ Seeking citizenship or immigration information	94	5.66%
▪ State, tribal, territorial or local government representative	28	1.69%
▪ Student	177	10.66%
▪ Traveler (domestic or international)	132	7.95%
▪ Other	401	24.14%
Total	1661	100%