

DHS.gov Web Performance Metrics

Jun 1, 2021 - Jun 30, 2021

All Users
100.00% Sessions

Total Visits

2,285,744

% of Total: 100.00% (2,285,744)



Avg. Visit Duration

00:01:21

Avg for View: 00:01:21 (0.00%)



Pageviews

3,907,042

% of Total: 100.00% (3,907,042)



Unique Visitors

1,754,374

% of Total: 100.00% (1,754,374)



Avg. Pages / Visit

1.71

Avg for View: 1.71 (0.00%)



Avg. Time on Page

00:01:53

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



Bounce Rate

65.70%

Avg for View: 65.70% (0.00%)

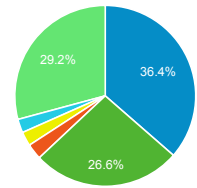


Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	286,234	79.06%
Check Wait Times Homeland Security	104,325	28.52%
REAL ID FAQs Homeland Security	89,591	82.03%
Website Privacy Policy Homeland Security	81,769	71.02%
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	59,258	87.72%
Secretary Mayorkas Designates Haiti for Temporary Protected Status for 18 Months Homeland Security	40,233	82.89%
Blue Campaign Newsletters Homeland Security	35,288	84.85%
Indicators of Human Trafficking Homeland Security	35,211	92.15%
Homeland Security Careers Homeland Security	34,172	41.19%
How to Report Suspicious Activity Homeland Security	33,957	78.22%

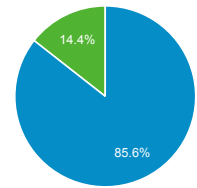
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	16,854
Twitter	4,164
LinkedIn	3,087
YouTube	2,837
reddit	525
Quora	458
Blogger	229
Instagram	134
TypePad	92
Instagram Stories	71

DHS.gov Search Performance Metrics

Jun 1, 2021 - Jun 30, 2021

All Users
100.00% Sessions

Visits to DHS.gov

2,285,744

% of Total: 100.00% (2,285,744)



Total Internal Searches

65,798

% of Total: 100.00% (65,798)



Total External Searches (Google)

691,852

% of Total: 30.27% (2,285,744)



Top Internal Searches by Search Term

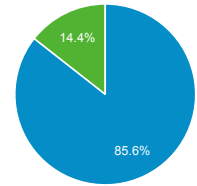
Search Term	Total Unique Searches	Organic Searches
global entry	1,073	0
real id	776	0
careers	429	0
jobs	424	0
covid	264	0
forms	259	0
passport	248	0
Jobs	226	0
Careers	215	0
travel	215	0

Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	95,938
Check Wait Times Homeland Security	30,074
Blue Campaign Newsletters Homeland Security	26,615
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	24,316
REAL ID FAQs Homeland Security	22,924
What Is Human Trafficking? Homeland Security	21,412
Learn What I Can Bring on the Plane Homeland Security	18,926
Apply for a U.S. Passport Homeland Security	16,704
Homeland Security Careers Homeland Security	12,469
Check Immigration Case Status Homeland Security	10,434

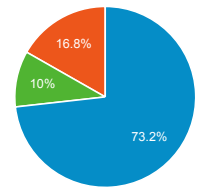
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2021- 06/30/2021

Overall Customer Satisfaction Score

65.34

How would you rate your overall experience today?

63.33

Answer Choices	Responses	Points	Score
▪ Outstanding	479	100	47900
▪ Above Average	454	75	34050
▪ Average	504	50	25200
▪ Below Average	119	25	2975
▪ Poor	183	0	0
Total	1739		110125

Were you able to complete the purpose of your visit?

56.99

Answer Choices	Responses	Points	Score
▪ Yes	991	100	99100
▪ No	748	0	0
Total	1739		99100

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

84.15

Answer Choices	Responses	Points	Score
▪ Yes	1258	100	125800
▪ No	237	0	0
Total	1495		125800

Will you recommend this website to a friend or colleague?

77.53

Answer Choices	Responses	Points	Score
▪ Yes	1159	100	115900
▪ No	336	0	0
Total	1495		115900

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

56.12

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	839	100	83900
▪ Had technical difficulties (e.g. error messages, broken links)	83	0	0
▪ Links did not take me where I expected	46	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	245	0	0
▪ Too many links or navigational choices	56	0	0
▪ Would often feel lost, not know where I was	96	0	0
Total	1495		83900

How was your experience using our site search?

49.16

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	440	100	44000
▪ I was not sure what words to use in my search	76	0	0
▪ Results were not helpful	181	0	0
▪ Results were not relevant to my search terms or needs	91	0	0
▪ Results were too similar / redundant	27	0	0
▪ Returned not enough or no results	56	0	0
▪ Returned too many results	24	0	0
Total	895		44000

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2021- 06/30/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	56	3.22%
▪ Contact information	67	3.85%
▪ Contracting opportunities	17	0.98%
▪ Cybersecurity	103	5.92%
▪ Disaster assistance	21	1.21%
▪ Email, RSS feeds, or subscription services	5	0.29%
▪ Forms or publications	44	2.53%
▪ Human trafficking	83	4.77%
▪ Immigration and citizenship	121	6.96%
▪ Information about DHS (leadership, history, etc.)	67	3.85%
▪ Jobs / career information	211	12.13%
▪ Law enforcement	34	1.96%
▪ News	39	2.24%
▪ Photographs	6	0.35%
▪ Small business resources	20	1.15%
▪ Training	150	8.63%
▪ Travel	128	7.36%
▪ Videos	16	0.92%
▪ Other	551	31.68%
Total	1739	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	30	5.43%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	445	80.62%
▪ Error on page	27	4.89%
▪ Multimedia / technical problem	16	2.90%
▪ Outdated information	34	6.16%
▪ Other	0	0.00%
Total	552	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	104	6.96%
▪ Educator	89	5.95%
▪ Federal government employee	102	6.82%
▪ First responder / law enforcement official	71	4.75%
▪ Government contractor	131	8.76%
▪ International visitor	41	2.74%
▪ Job seeker	155	10.37%
▪ Media representative	11	0.74%
▪ Non-profit staff or volunteer	52	3.48%
▪ Seeking citizenship or immigration information	56	3.75%
▪ State, tribal, territorial or local government representative	29	1.94%
▪ Student	159	10.64%
▪ Traveler (domestic or international)	139	9.30%
▪ Other	356	23.81%
Total	1495	100%