

DHS.gov Web Performance Metrics

Jul 1, 2021 - Jul 31, 2021

All Users
100.00% Sessions

Total Visits

3,175,864

% of Total: 100.00% (3,175,864)



Avg. Visit Duration

00:00:59

Avg for View: 00:00:59 (0.00%)



Pageviews

4,815,337

% of Total: 100.00% (4,815,337)



Unique Visitors

2,616,883

% of Total: 100.00% (2,616,883)



Avg. Pages / Visit

1.52

Avg for View: 1.52 (0.00%)



Avg. Time on Page

00:01:55

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



Bounce Rate

74.44%

Avg for View: 74.44% (0.00%)



Top Pages

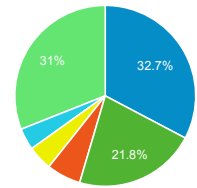
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	310,488	81.02%
How to Report Suspicious Activity Homeland Security	181,012	84.61%
REAL ID FAQs Homeland Security	88,833	81.44%
Website Privacy Policy Homeland Security	84,998	81.05%
Check Wait Times Homeland Security	61,884	28.66%
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	58,875	88.12%
Indicators of Human Trafficking Homeland Security	58,322	92.55%
Help Keep New Jersey Safe Homeland Security	46,926	89.03%
Blue Campaign Newsletters Homeland Security	43,774	86.02%
Coronavirus (COVID-19) Homeland Security	37,684	44.67%

Visits by Social Network

Social Network	Sessions
Facebook	16,421
Twitter	6,998
LinkedIn	4,904
YouTube	3,491
reddit	517
Quora	381
Blogger	247
Instagram	151
Instagram Stories	98
TripAdvisor	93

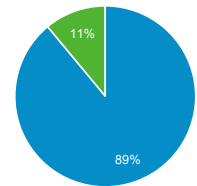
Visits by Source

■ google
 ■ (direct)
 ■ ttd
 ■ facebook.com
 ■ messages.uber.com
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



DHS.gov Search Performance Metrics

Jul 1, 2021 - Jul 31, 2021

All Users
100.00% Sessions

Visits to DHS.gov

3,175,864

% of Total: 100.00% (3,175,864)



Total Internal Searches

71,205

% of Total: 100.00% (71,205)



Total External Searches (Google)

757,201

% of Total: 23.84% (757,201)



Top Internal Searches by Search Term

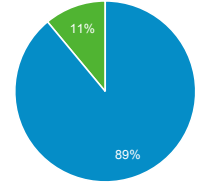
Search Term	Total Unique Searches	Organic Searches
global entry	1,192	0
covid	467	0
careers	438	0
real id	438	0
passport	337	0
jobs	266	0
canada	223	0
training	223	0
Careers	208	0
Covid	208	0

Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	87,196
Check Wait Times Homeland Security	37,325
Blue Campaign Newsletters Homeland Security	35,387
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	29,972
REAL ID FAQs Homeland Security	24,623
Learn What I Can Bring on the Plane Homeland Security	16,982
What Is Human Trafficking? Homeland Security	16,264
Apply for a U.S. Passport Homeland Security	14,986
Cross U.S. Borders Homeland Security	14,886
Homeland Security Careers Homeland Security	12,904

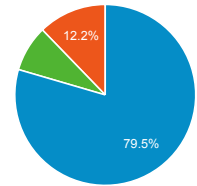
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2021- 07/31/2021

Overall Customer Satisfaction Score

65.17

How would you rate your overall experience today?

62.67

Answer Choices	Responses	Points	Score
▪ Outstanding	503	100	50300
▪ Above Average	468	75	35100
▪ Average	479	50	23950
▪ Below Average	156	25	3900
▪ Poor	201	0	0
Total	1807		113250

Were you able to complete the purpose of your visit?

57.50

Answer Choices	Responses	Points	Score
▪ Yes	1039	100	103900
▪ No	768	0	0
Total	1807		103900

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

85.27

Answer Choices	Responses	Points	Score
▪ Yes	1314	100	131400
▪ No	227	0	0
Total	1541		131400

Will you recommend this website to a friend or colleague?

77.74

Answer Choices	Responses	Points	Score
▪ Yes	1198	100	119800
▪ No	343	0	0
Total	1541		119800

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

55.42

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	854	100	85400
▪ Had technical difficulties (e.g. error messages, broken links)	89	0	0
▪ Links did not take me where I expected	51	0	0
▪ Links / labels are difficult to understand, they are not intuitive	136	0	0
▪ Navigated to general area but couldn't find the specific content needed	262	0	0
▪ Too many links or navigational choices	59	0	0
▪ Would often feel lost, not know where I was	90	0	0
Total	1541		85400

How was your experience using our site search?

47.49

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	454	100	45400
▪ I was not sure what words to use in my search	93	0	0
▪ Results were not helpful	159	0	0
▪ Results were not relevant to my search terms or needs	106	0	0
▪ Results were too similar / redundant	29	0	0
▪ Returned not enough or no results	72	0	0
▪ Returned too many results	43	0	0
Total	956		45400

DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2021- 07/31/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	72	3.98%
▪ Contact information	88	4.87%
▪ Contracting opportunities	25	1.38%
▪ Cybersecurity	127	7.03%
▪ Disaster assistance	23	1.27%
▪ Email, RSS feeds, or subscription services	21	1.16%
▪ Forms or publications	44	2.43%
▪ Human trafficking	102	5.64%
▪ Immigration and citizenship	134	7.42%
▪ Information about DHS (leadership, history, etc.)	55	3.04%
▪ Jobs / career information	142	7.86%
▪ Law enforcement	53	2.93%
▪ News	31	1.72%
▪ Photographs	6	0.33%
▪ Small business resources	24	1.33%
▪ Training	139	7.69%
▪ Travel	136	7.53%
▪ Videos	17	0.94%
▪ Other	568	31.43%
Total	1807	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	4.29%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	455	78.04%
▪ Error on page	27	4.63%
▪ Multimedia / technical problem	32	5.49%
▪ Outdated information	44	7.55%
▪ Other	0	0.00%
Total	583	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	122	7.92%
▪ Educator	77	5.00%
▪ Federal government employee	87	5.65%
▪ First responder / law enforcement official	82	5.32%
▪ Government contractor	104	6.75%
▪ International visitor	48	3.11%
▪ Job seeker	122	7.92%
▪ Media representative	9	0.58%
▪ Non-profit staff or volunteer	65	4.22%
▪ Seeking citizenship or immigration information	83	5.39%
▪ State, tribal, territorial or local government representative	21	1.36%
▪ Student	161	10.45%
▪ Traveler (domestic or international)	177	11.49%
▪ Other	383	24.85%
Total	1541	100%