

DHS.gov Web Performance Metrics

Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Total Visits
5,001,145
% of Total: 100.00% (5,001,145)

Avg. Visit Duration
00:01:15
Avg for View: 00:01:15 (0.00%)

Pageviews
8,424,957
% of Total: 100.00% (8,424,957)

Unique Visitors
2,971,988
% of Total: 100.00% (2,971,988)

Avg. Pages / Visit
1.68
Avg for View: 1.68 (0.00%)

Avg. Time on Page
00:01:49
Avg for View: 00:01:49 (0.00%)

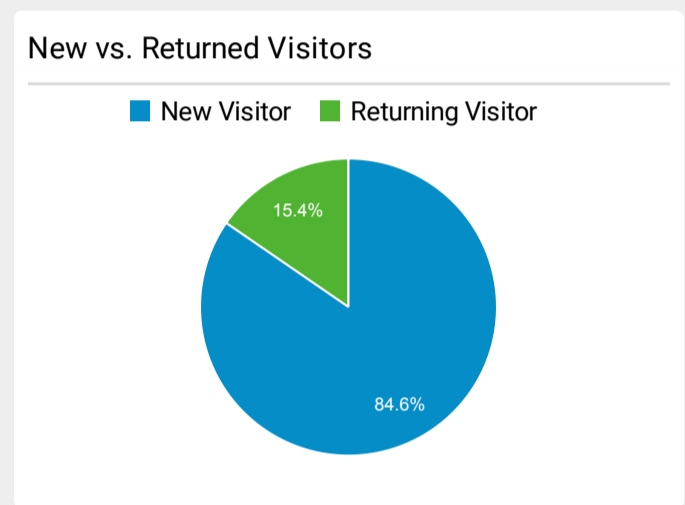
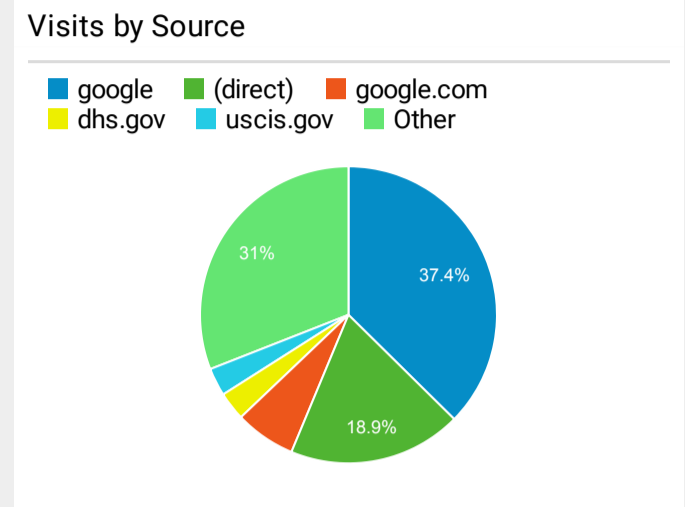
Bounce Rate
75.47%
Avg for View: 75.47% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	267,294	79.79%
Blue Campaign Newsletters Homeland Security	128,083	87.42%
If You See Something, Say Something® Awareness Day Homeland Security	86,908	88.41%
Operation Allies Welcome Homeland Security	78,280	71.60%
REAL ID FAQs Homeland Security	57,026	82.76%
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	51,243	88.18%
How to Report Suspicious Activity Homeland Security	41,782	78.65%
Visa Waiver Program Requirements Homeland Security	33,666	80.62%
About DHS Homeland Security	30,382	50.10%
What Is Human Trafficking? Homeland Security	29,192	82.37%

Visits by Social Network

Social Network	Sessions
Facebook	23,456
Twitter	11,160
LinkedIn	2,636
YouTube	1,743
reddit	818
Instagram	581
Blogger	506
Quora	365
TypePad	89
Instagram Stories	81



DHS.gov Search Performance Metrics

Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Visits to DHS.gov

5,001,145

% of Total: 100.00% (5,001,145)

Total Internal Searches

72,504

% of Total: 100.00% (72,504)

Total External Searches (Google)

764,965

% of Total: 15.30% (5,001,145)

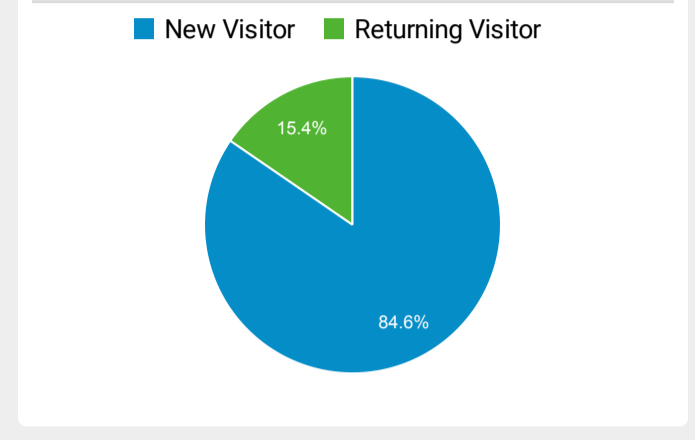
Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	1,119	0
jobs	536	12
covid	476	0
careers	381	0
tps el salvador	274	0
WENCHWRENCH	250	0
Careers	238	0
case status	226	0
cybersecurity	214	0
trusted traveler program	214	0

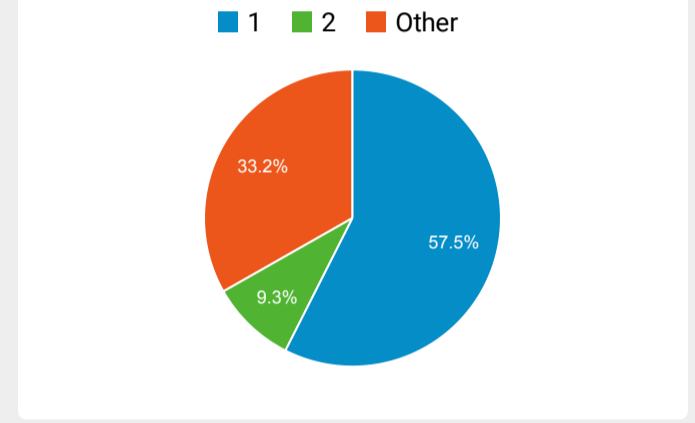
Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign Newsletters Homeland Security	107,067
REAL ID Homeland Security	93,382
National Terrorism Advisory System Bulletin - August 13, 2021 Homeland Security	35,177
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	24,348
What Is Human Trafficking? Homeland Security	21,111
Check Wait Times Homeland Security	19,469
REAL ID FAQs Homeland Security	16,601
Learn What I Can Bring on the Plane Homeland Security	12,912
Check Immigration Case Status Homeland Security	11,793
Homeland Security Careers Homeland Security	11,508

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

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

Overall Customer Satisfaction Score

64.70

How would you rate your overall experience today?

61.78

Answer Choices	Responses	Points	Score
▪ Outstanding	615	100	61500
▪ Above Average	482	75	36150
▪ Average	557	50	27850
▪ Below Average	152	25	3800
▪ Poor	287	0	0
Total	2093		129300

Were you able to complete the purpose of your visit?

59.82

Answer Choices	Responses	Points	Score
▪ Yes	1252	100	125200
▪ No	841	0	0
Total	2093		125200

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

82.62

Answer Choices	Responses	Points	Score
▪ Yes	1469	100	146900
▪ No	309	0	0
Total	1778		146900

Will you recommend this website to a friend or colleague?

75.37

Answer Choices	Responses	Points	Score
▪ Yes	1340	100	134000
▪ No	438	0	0
Total	1778		134000

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

56.97

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1013	100	101300
▪ Had technical difficulties (e.g. error messages, broken links)	94	0	0
▪ Links did not take me where I expected	57	0	0
▪ Links / labels are difficult to understand, they are not intuitive	162	0	0
▪ Navigated to general area but couldn't find the specific content needed	264	0	0
▪ Too many links or navigational choices	77	0	0
▪ Would often feel lost, not know where I was	111	0	0
Total	1778		101300

How was your experience using our site search?

45.63

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	496	100	49600
▪ I was not sure what words to use in my search	110	0	0
▪ Results were not helpful	202	0	0
▪ Results were not relevant to my search terms or needs	116	0	0
▪ Results were too similar / redundant	46	0	0
▪ Returned not enough or no results	68	0	0
▪ Returned too many results	49	0	0
Total	1087		49600

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	87	4.16%
▪ Contact information	105	5.02%
▪ Contracting opportunities	34	1.62%
▪ Cybersecurity	130	6.21%
▪ Disaster assistance	55	2.63%
▪ Email, RSS feeds, or subscription services	19	0.91%
▪ Forms or publications	53	2.53%
▪ Human trafficking	71	3.39%
▪ Immigration and citizenship	191	9.13%
▪ Information about DHS (leadership, history, etc.)	79	3.77%
▪ Jobs / career information	172	8.22%
▪ Law enforcement	42	2.01%
▪ News	71	3.39%
▪ Photographs	3	0.14%
▪ Small business resources	15	0.72%
▪ Training	195	9.32%
▪ Travel	106	5.06%
▪ Videos	15	0.72%
▪ Other	650	31.06%
Total	2093	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	27	4.53%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	474	79.53%
▪ Error on page	27	4.53%
▪ Multimedia / technical problem	24	4.03%
▪ Outdated information	44	7.38%
▪ Other	0	0.00%
Total	596	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	103	5.79%
▪ Educator	98	5.51%
▪ Federal government employee	148	8.32%
▪ First responder / law enforcement official	87	4.89%
▪ Government contractor	153	8.61%
▪ International visitor	41	2.31%
▪ Job seeker	156	8.77%
▪ Media representative	15	0.84%
▪ Non-profit staff or volunteer	56	3.15%
▪ Seeking citizenship or immigration information	93	5.23%
▪ State, tribal, territorial or local government representative	33	1.86%
▪ Student	197	11.08%
▪ Traveler (domestic or international)	126	7.09%
▪ Other	472	26.55%
Total	1778	100%