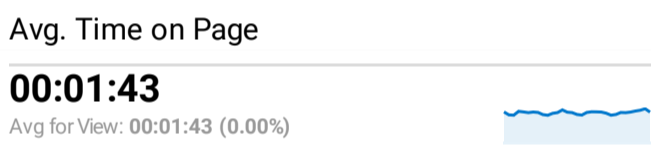
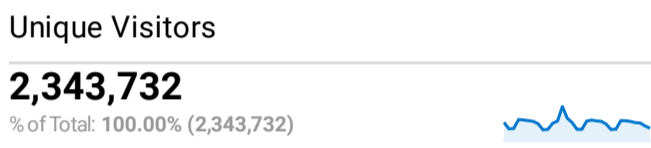
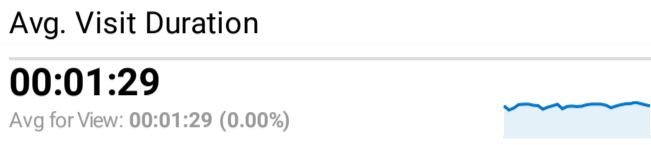
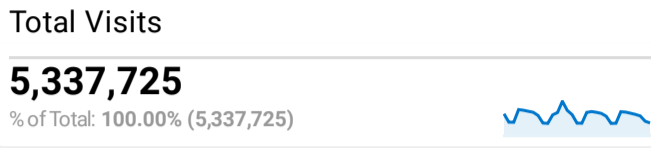


DHS.gov Web Performance Metrics

Oct 1, 2021 - Oct 31, 2021

All Users  
100.00% Sessions



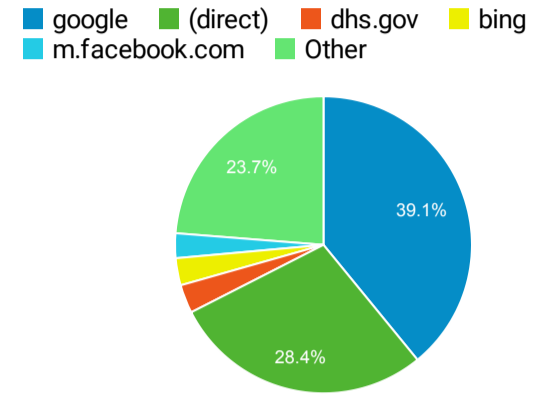
Top Pages

Page Title	Pageviews	Bounce Rate
Secretary Mayorkas to Allow Fully Vaccinated Travelers from Canada and Mexico to Enter U.S. at Land Borders and Ferry Crossings   Homeland Security	182,916	87.37%
REAL ID   Homeland Security	131,376	75.56%
REAL ID FAQs   Homeland Security	57,387	82.22%
DHS Announces Extension of REAL ID Full Enforcement Deadline   Homeland Security	56,512	89.22%
Operation Allies Welcome   Homeland Security	49,127	83.70%
Visa Waiver Program Requirements   Homeland Security	39,951	81.51%
DHS Releases Details for Fully Vaccinated, Non-Citizen Travelers to Enter the U.S. at Land and Ferry Border Crossings   Homeland Security	38,506	63.32%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	37,286	64.48%
Homeland Security Careers   Homeland Security	36,703	39.81%
Check Wait Times   Homeland Security	36,676	31.42%

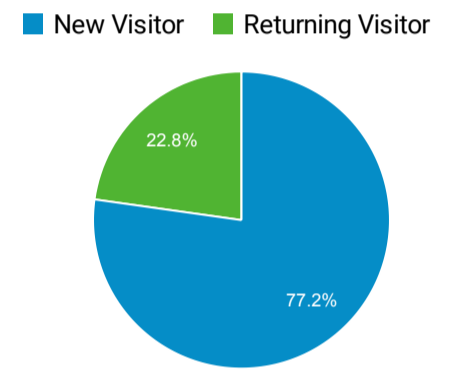
Visits by Social Network

Social Network	Sessions
Facebook	70,591
Twitter	29,524
LinkedIn	4,022
Instagram	1,651
reddit	1,538
YouTube	868
Blogger	322
Quora	254
TypePad	108
Instagram Stories	106

Visits by Source



New vs. Returned Visitors



DHS.gov Search Performance Metrics

Oct 1, 2021 - Oct 31, 2021

Visits to DHS.gov

**5,337,725**

% of Total: 100.00% (5,337,725)



Total Internal Searches

**69,068**

% of Total: 100.00% (69,068)



Total External Searches (Google)

**733,693**

% of Total: 13.75% (733,693)



Top Internal Searches by Search Term

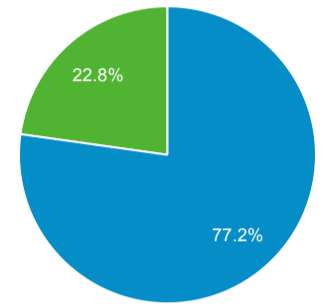
Search Term	Total Unique Searches	Organic Searches
global entry	1,233	0
careers	504	0
covid	305	0
jobs	305	0
case status	265	0
esta	265	0
forms	239	0
Jobs	225	0
ESTA	199	0
training	199	0

Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID   Homeland Security	44,115
DHS Announces Extension of REAL ID Full Enforcement Deadline   Homeland Security	30,179
Check Wait Times   Homeland Security	25,153
What Is Human Trafficking?   Homeland Security	21,136
REAL ID FAQs   Homeland Security	14,334
Secretary Mayorkas to Allow Fully Vaccinated Travelers from Canada and Mexico to Enter U.S. at Land Borders and Ferry Crossings   Homeland Security	11,987
Learn What I Can Bring on the Plane   Homeland Security	11,589
Homeland Security Careers   Homeland Security	11,536
Apply for a U.S. Passport   Homeland Security	10,236
National Terrorism Advisory System Widget	10,210

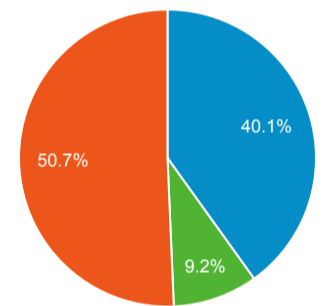
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



# DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2021- 10/31/2021

## Overall Customer Satisfaction Score

**70.18**

### How would you rate your overall experience today?

**65.91**

Answer Choices	Responses	Points	Score
▪ Outstanding	602	100	60200
▪ Above Average	512	75	38400
▪ Average	563	50	28150
▪ Below Average	132	25	3300
▪ Poor	164	0	0
<b>Total</b>	<b>1973</b>		<b>130050</b>

### Were you able to complete the purpose of your visit?

**66.19**

Answer Choices	Responses	Points	Score
▪ Yes	1306	100	130600
▪ No	667	0	0
<b>Total</b>	<b>1973</b>		<b>130600</b>

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

**87.00**

Answer Choices	Responses	Points	Score
▪ Yes	1465	100	146500
▪ No	219	0	0
<b>Total</b>	<b>1684</b>		<b>146500</b>

### Will you recommend this website to a friend or colleague?

**81.65**

Answer Choices	Responses	Points	Score
▪ Yes	1375	100	137500
▪ No	309	0	0
<b>Total</b>	<b>1684</b>		<b>137500</b>

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

**62.05**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1045	100	104500
▪ Had technical difficulties (e.g. error messages, broken links)	74	0	0
▪ Links did not take me where I expected	50	0	0
▪ Links / labels are difficult to understand, they are not intuitive	135	0	0
▪ Navigated to general area but couldn't find the specific content needed	240	0	0
▪ Too many links or navigational choices	64	0	0
▪ Would often feel lost, not know where I was	76	0	0
<b>Total</b>	<b>1684</b>		<b>104500</b>

### How was your experience using our site search?

**52.10**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	509	100	50900
▪ I was not sure what words to use in my search	80	0	0
▪ Results were not helpful	160	0	0
▪ Results were not relevant to my search terms or needs	89	0	0
▪ Results were too similar / redundant	37	0	0
▪ Returned not enough or no results	58	0	0
▪ Returned too many results	44	0	0
<b>Total</b>	<b>977</b>		<b>50900</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2021- 10/31/2021

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	108	5.47%
▪ Contact information	92	4.66%
▪ Contracting opportunities	29	1.47%
▪ Cybersecurity	143	7.25%
▪ Disaster assistance	50	2.53%
▪ Email, RSS feeds, or subscription services	16	0.81%
▪ Forms or publications	51	2.58%
▪ Human trafficking	70	3.55%
▪ Immigration and citizenship	155	7.86%
▪ Information about DHS (leadership, history, etc.)	85	4.31%
▪ Jobs / career information	168	8.51%
▪ Law enforcement	40	2.03%
▪ News	36	1.82%
▪ Photographs	4	0.20%
▪ Small business resources	9	0.46%
▪ Training	263	13.33%
▪ Travel	110	5.58%
▪ Videos	12	0.61%
▪ Other	532	26.96%
<b>Total</b>	<b>1973</b>	<b>100%</b>

### 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	5.12%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	386	79.10%
▪ Error on page	21	4.30%
▪ Multimedia / technical problem	22	4.51%
▪ Outdated information	34	6.97%
▪ Other	0	0.00%
<b>Total</b>	<b>488</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	115	6.83%
▪ Educator	80	4.75%
▪ Federal government employee	143	8.49%
▪ First responder / law enforcement official	63	3.74%
▪ Government contractor	229	13.60%
▪ International visitor	55	3.27%
▪ Job seeker	166	9.86%
▪ Media representative	11	0.65%
▪ Non-profit staff or volunteer	42	2.49%
▪ Seeking citizenship or immigration information	90	5.34%
▪ State, tribal, territorial or local government representative	30	1.78%
▪ Student	191	11.34%
▪ Traveler (domestic or international)	132	7.84%
▪ Other	337	20.01%
<b>Total</b>	<b>1684</b>	<b>100%</b>