

 All Users
100.00% Sessions

Total Visits

4,082,420

% of Total: 100.00% (4,082,420)



Avg. Visit Duration

00:01:35

Avg for View: 00:01:35 (0.00%)



Pageviews

7,125,692

% of Total: 100.00% (7,125,692)



Unique Visitors

1,907,623

% of Total: 100.00% (1,907,623)



Avg. Pages / Visit

1.75

Avg for View: 1.75 (0.00%)



Avg. Time on Page

00:02:07

Avg for View: 00:02:07 (0.00%)



Bounce Rate

69.44%

Avg for View: 69.44% (0.00%)



Top Pages

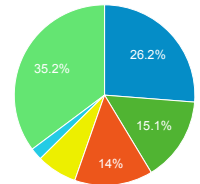
Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	4,055,290	82.91%
Homeland Security	294,077	1.91%
Comparison Chart Homeland Security	192,619	66.96%
Check Immigration Case Status Homeland Security	172,855	33.60%
Trusted Traveler Programs Homeland Security	78,803	27.66%
Search Job Postings Homeland Security	50,002	36.51%
How Do I? Homeland Security	49,235	34.01%
REAL ID Enforcement in Brief Homeland Security	48,911	49.44%
Homeland Security Careers Homeland Security	43,864	23.15%
About DHS Homeland Security	40,358	37.83%

Visits by Social Network

Social Network	Sessions
Facebook	9,136
Blogger	9,094
Twitter	3,974
LinkedIn	742
Weebly	628
TripAdvisor	293
Stack Exchange	280
reddit	271
TypePad	211
Google+	143

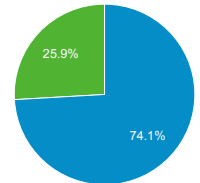
Visits by Source

■ uscg.mil
 ■ google
 ■ (direct)
 ■ cg.portal.uscg.mil
 ■ dhsconnect.dhs.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



 All Users
100.00% Sessions

Visits to DHS.gov

4,082,420

% of Total: 100.00% (4,082,420)



Total Internal Searches

106,591

% of Total: 100.00% (106,591)



Total External Searches (Google)

717,427

% of Total: 17.57% (4,082,420)



Top Internal Searches by Search Term

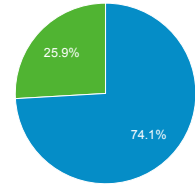
Search Term	Total Unique Searches
active shooter	827
esta	649
global entry	593
careers	496
forms	478
I94	451
jobs	451
passport	393
i94	386
opt	288

Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	3,139
passport application	1,411
us passport	1,389
(not set)	1,314
passport	1,186
homeland security jobs	822
child sex video	432
immigration status	354
children sex video	325
how to apply for a passport	276

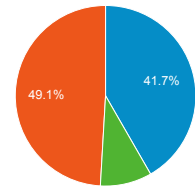
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Voice of the Customers

Feedback:

- The major customer issues to improve on the DHS.gov site include making content easier to find, label pages and navigation to help customers find relevant content quickly and easily.
- Other items to improve on the DHS.gov site include simplifying links and navigation choices, making navigation more intuitive, and remediating broken links.

Complete list available upon request

* Source: surveymonkey.com

Final Recommendations:

We continue to review and work on recommendations from DHS.gov metrics reports. The DHS.gov Web Team documents and analyzes the success of improvements through metrics in addition to emerging technologies, recommendations and actions.

Recommendations:

- **Difficulty Finding Content, Feeling Lost and Mislabeled Links:** The DHS.gov Web Team continues to implement more left navigation throughout site and restructure content and hyperlinks to promote a more productive, user-friendly experience.

Actions Taken:

- **Increase Visibility:** We continue to update our Frequently Requested Pages area to our web site each month according to our web metrics analysis. We also continue to add both internal and external links to our rotational banners, blogs and multimedia to help our readers find content quickly and easily.
- **Broken Links:** We continue to work with components hosted on DHS.gov to audit content and update content and links and remove material that is no longer relevant.

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2016 – 3/31/2016

Top Landing Pages and Search Queries – March 2016

Most Visited Pages: For the month of November, the National Terrorism Advisory System, Trusted Traveler Program, Immigration and Cyber Security topped the most visited landing pages on DHS.gov.

Top 10 Visited DHS.gov Landing Pages: *

Page	Sessions	Percent New Sessions	New Users	Bounce Rate	Pages per Session
/ntas/index.shtm	2,458,634	22.56%	554,555	83.51%	1.48
/index.shtm	215,137	78.63%	169,164	1.93%	3.92
/ntas	122,793	6.75%	8,289	71.04%	1.53
/how-do-i/check-immigration-cases-status	122,263	60.84%	74,389	33.66%	1.57
(other)	32,261	97.68%	31,513	67.93%	1.17
/e-passports	32,145	89.69%	28,831	80.45%	1.31
/trusted-traveler-programs	32,031	85.55%	27,403	23.89%	1.50
/real-id-enforcement-brief	29,986	89.12%	26,725	49.43%	2.21
/how-do-i/apply-us-passport	28,990	89.01%	25,803	32.81%	1.58
/real-id-public-faqs	25,988	85.53%	22,227	67.60%	1.75
Totals and Averages	33,100,228	70.54%	968,899	51.23%	1.80

Top Search Engine Queries: External and internal search queries continue to follow similar trends.

Top Internal Search Queries* (excludes "dhs" and repeating/similar queries)	Top External Search Queries* (excludes "dhs" and repeating/similar queries)
active shooter	uscis case status
esta	Passport application
global entry	us passport
careers	(not set)
forms	passport
i94	homeland security jobs
jobs	child sex video
passport	immigration status
i94	children sex video
opt	how to apply for a passport

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2016 - 3/31/2016

Overall Customer Satisfaction Score **71.41**

How would you rate your overall experience today? **66.41**

Answer Choices	Responses	Points	Score
▪ Outstanding	437	100	43700
▪ Above Average	654	75	49050
▪ Average	575	50	28750
▪ Below Average	102	25	2550
▪ Poor	100	0	0
Total	1868		124050

Were you able to complete the purpose of your visit? **60.76**

Answer Choices	Responses	Points	Score
▪ Yes	1135	100	113500
▪ No	733	0	0
Total	1868		113500

Would you still return to this website if you could get this information or service from another source? **87.15**

Answer Choices	Responses	Points	Score
▪ Yes	1628	100	162800
▪ No	240	0	0
Total	1868		162800

Will you recommend this website to a friend or colleague? **83.30**

Answer Choices	Responses	Points	Score
▪ Yes	1556	100	155600
▪ No	312	0	0
Total	1868		155600

Please describe your experience finding your way around (navigating) DHS.gov today. **65.44**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1134	100	113400
▪ Had technical difficulties (e.g. error messages, broken links)	67	0	0
▪ Links did not take me where I expected	123	0	0
▪ Links / labels are difficult to understand, they are not intuitive	49	0	0
▪ Navigated to general area but couldn't find the specific content needed	253	0	0
▪ Too many links or navigational choices	57	0	0
▪ Would often feel lost, not know where I was	50	0	0
Total	1733		113400

How was your experience using our site search? **57.11**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	482	100	48200
▪ I was not sure what words to use in my search	69	0	0
▪ Results were not helpful	131	0	0
▪ Results were not relevant to my search terms or needs	68	0	0
▪ Results were too similar / redundant	23	0	0
▪ Returned not enough or no results	53	0	0
▪ Returned too many results	18	0	0
Total	844		48200

DHS.gov Customer Satisfaction Survey

Time Period: 3/1/2016 - 3/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	78	4.18%
▪ Contact information	103	5.51%
▪ Contracting opportunities	27	1.45%
▪ Cybersecurity	162	8.67%
▪ Disaster assistance	67	3.59%
▪ Email, RSS feeds, or subscription services	24	1.28%
▪ Forms or publications	137	7.33%
▪ Human trafficking	40	2.14%
▪ Immigration and citizenship	136	7.28%
▪ Information about DHS (leadership, history, etc.)	172	9.21%
▪ Jobs / career information	304	16.27%
▪ Law enforcement	59	3.16%
▪ News	97	5.19%
▪ Photographs	5	0.27%
▪ Small business resources	22	1.18%
▪ Training	149	7.98%
▪ Travel	274	14.67%
▪ Videos	12	0.64%
Total	1868	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	32	4.13%
▪ Content wasn't easy to understand	67	8.66%
▪ Could not find what I was looking for	449	58.01%
▪ Error on page	26	3.36%
▪ Multimedia / technical problem	16	2.07%
▪ Outdated information	22	2.84%
▪ Other	162	20.93%
Total	774	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	199	10.65%
▪ Educator	119	6.37%
▪ Federal government employee	148	7.92%
▪ First responder / law enforcement official	94	5.03%
▪ Government contractor	84	4.50%
▪ International visitor	42	2.25%
▪ Job seeker	200	10.71%
▪ Media representative	7	0.37%
▪ Non-profit staff or volunteer	60	3.21%
▪ Seeking citizenship or immigration information	59	3.16%
▪ State, tribal, territorial or local government representative	57	3.05%
▪ Student	316	16.92%
▪ Traveler (domestic or international)	237	12.69%
▪ Other	246	13.17%
Total	1868	100%