

 All Users  
100.00% Sessions

Total Visits

**4,169,707**  
% of Total: 100.00% (4,169,707) 

Avg. Visit Duration

**00:01:22**  
Avg for View: 00:01:22 (0.00%) 

Pageviews

**7,197,007**  
% of Total: 100.00% (7,197,007) 

Unique Visitors

**2,108,133**  
% of Total: 100.00% (2,108,133) 

Avg. Pages / Visit

**1.73**  
Avg for View: 1.73 (0.00%) 

Avg. Time on Page

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

Bounce Rate

**67.88%**  
Avg for View: 67.88% (0.00%) 

Top Pages

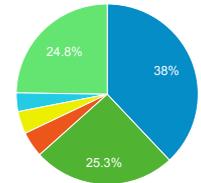
Page Title	Pageviews	Bounce Rate
Executive Orders on Protecting the Homeland   Homeland Security	118,641	51.33%
REAL ID Enforcement in Brief   Homeland Security	95,318	28.23%
Sex Trafficking Awareness Videos   Homeland Security	88,839	76.55%
Fact Sheet: Aviation Security Enhancements for Select Last Point of Departure Airports with Commercial Flights to the United States   Homeland Security	61,404	82.41%
Search Job Postings   Homeland Security	57,047	18.50%
Current Status of States/Territories   Homeland Security	56,403	37.57%
Learn What I Can Bring on the Plane   Homeland Security	54,622	83.32%
Q&A: Aviation Security Enhancements for Select Last Point of Departure Airports with Commercial Flights to the United States   Homeland Security	50,700	89.49%
Trusted Traveler Programs   Homeland Security	50,037	16.78%
How Do I?   Homeland Security	48,730	35.71%

Visits by Social Network

Social Network	Sessions
Facebook	28,724
Twitter	13,110
Blogger	8,753
reddit	1,850
Weebly	1,302
LinkedIn	667
Stack Exchange	268
Quora	205
YouTube	179
Yammer	137

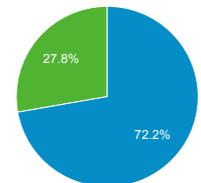
Visits by Source

■ google ■ (direct) ■ dhs.gov  
■ bing ■ uscis.gov ■ Other



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



 All Users  
100.00% Sessions

Visits to DHS.gov

**4,169,707**  
% of Total: 100.00% (4,169,707) 

Total Internal Searches

**123,412**  
% of Total: 100.00% (123,412) 

Total External Searches (Google)

**819,512**  
% of Total: 19.65% (4,169,707) 

Top Internal Searches by Search Term

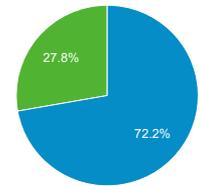
Search Term	Total Unique Searches
careers	1,104
esta	756
case status	631
global entry application	600
jobs opportunities	592
check my case status	544
global entry	514
electronics ban	481
esta application	469
jobs	450

Top External Searches (Google - as reported)

Keyword	Sessions
sex video	2,720
sex videos	2,052
us passport application	1,846
سکس	1,311
child sex videos	573
children sex video	536
video sex	518
children sex videos	514
child sex video	457
homeland security jobs	401

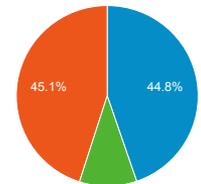
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



## DHS.gov Customer Satisfaction Survey

Time Period: 03/1/2017–03/31/2017

### 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:**

In an effort to address long-standing customer concerns and issues with DHS.gov, we launched a redesigned DHS.gov at the beginning of June 2016. Some of the specific differences you'll see are:

1. Compatibility for both desktop computers and mobile devices (phones and tablets)
2. Cleaner, easier-to-read site format and presentation
3. Faster and more accurate site navigation using our internal search function and external search engines (like Google and Bing)

Throughout the course of this effort, we updated more than 9,000 pages to simplify how information is presented to the user. Each page now features easy-to-read type and a clear introduction, so you can quickly determine if you are on the right page. We also built in collapsing sections so that longer pages of content can be quickly skimmed for relevant information, and fixed over 1,350 broken links and over 4,330 misspellings across the site.

The new DHS.gov is also fully accessible, reinforcing the Department's commitment to meet or exceed federal Section 508 compliance standards.

Finally, we introduced new tools like updated slideshows and image carousels, which highlight new

## DHS.gov Customer Satisfaction Survey

Time Period: 03/1/2017–03/31/2017

information and announcements from the Department.

**Increase Visibility:** This past quarter, the DHS.gov Web Communications team identified the top 200 pages according to Google Analytics and updated the "Frequently Request Pages" section of the site to reflect customer needs.

This past quarter, the DHS.gov Web Communications team installed Google Analytics tracking code to all DHS.gov homepage rotators to identify how many clicks rotators are receiving and which homepage content is attracting the most attention by site users.

# DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2017- 03/31/2017

## Overall Customer Satisfaction Score

**71.26**

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

**66.24**

Answer Choices	Responses	Points	Score
▪ Outstanding	537	100	53700
▪ Above Average	762	75	57150
▪ Average	685	50	34250
▪ Below Average	131	25	3275
▪ Poor	125	0	0
<b>Total</b>	<b>2240</b>		<b>148375</b>

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

**61.92**

Answer Choices	Responses	Points	Score
▪ Yes	1387	100	138700
▪ No	853	0	0
<b>Total</b>	<b>2240</b>		<b>138700</b>

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

**87.10**

Answer Choices	Responses	Points	Score
▪ Yes	1951	100	195100
▪ No	289	0	0
<b>Total</b>	<b>2240</b>		<b>195100</b>

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

**82.50**

Answer Choices	Responses	Points	Score
▪ Yes	1848	100	184800
▪ No	392	0	0
<b>Total</b>	<b>2240</b>		<b>184800</b>

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

**65.96**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1364	100	136400
▪ Had technical difficulties (e.g. error messages, broken links)	66	0	0
▪ Links did not take me where I expected	123	0	0
▪ Links / labels are difficult to understand, they are not intuitive	50	0	0
▪ Navigated to general area but couldn't find the specific content needed	338	0	0
▪ Too many links or navigational choices	64	0	0
▪ Would often feel lost, not know where I was	63	0	0
<b>Total</b>	<b>2068</b>		<b>136400</b>

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

**55.09**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	595	100	59500
▪ I was not sure what words to use in my search	101	0	0
▪ Results were not helpful	172	0	0
▪ Results were not relevant to my search terms or needs	96	0	0
▪ Results were too similar / redundant	33	0	0
▪ Returned not enough or no results	61	0	0
▪ Returned too many results	22	0	0
<b>Total</b>	<b>1080</b>		<b>59500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2017- 03/31/2017

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	101	4.51%
▪ Contact information	121	5.40%
▪ Contracting opportunities	25	1.12%
▪ Cybersecurity	141	6.29%
▪ Disaster assistance	54	2.41%
▪ Email, RSS feeds, or subscription services	16	0.71%
▪ Forms or publications	144	6.43%
▪ Human trafficking	86	3.84%
▪ Immigration and citizenship	225	10.04%
▪ Information about DHS (leadership, history, etc.)	143	6.38%
▪ Jobs / career information	270	12.05%
▪ Law enforcement	107	4.78%
▪ News	109	4.87%
▪ Photographs	5	0.22%
▪ Small business resources	22	0.98%
▪ Training	133	5.94%
▪ Travel	522	23.30%
▪ Videos	16	0.71%
<b>Total</b>	<b>2240</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	23	2.52%
▪ Content wasn't easy to understand	82	8.98%
▪ Could not find what I was looking for	510	55.86%
▪ Error on page	27	2.96%
▪ Multimedia / technical problem	21	2.30%
▪ Outdated information	28	3.07%
▪ Other	222	24.32%
<b>Total</b>	<b>913</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	211	9.42%
▪ Educator	144	6.43%
▪ Federal government employee	138	6.16%
▪ First responder / law enforcement official	125	5.58%
▪ Government contractor	79	3.53%
▪ International visitor	53	2.37%
▪ Job seeker	205	9.15%
▪ Media representative	14	0.63%
▪ Non-profit staff or volunteer	78	3.48%
▪ Seeking citizenship or immigration information	68	3.04%
▪ State, tribal, territorial or local government representative	36	1.61%
▪ Student	307	13.71%
▪ Traveler (domestic or international)	397	17.72%
▪ Other	385	17.19%
<b>Total</b>	<b>2240</b>	<b>100%</b>