

 All Users
100.00% Sessions

Total Visits

3,461,831
% of Total: 100.00% (3,461,831) 

Avg. Visit Duration

00:01:25
Avg for View: 00:01:25 (0.00%) 

Pageviews

6,007,462
% of Total: 100.00% (6,007,462) 

Unique Visitors

1,825,815
% of Total: 100.00% (1,825,815) 

Avg. Pages / Visit

1.74
Avg for View: 1.74 (0.00%) 

Avg. Time on Page

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

Bounce Rate

67.49%
Avg for View: 67.49% (0.00%) 

Top Pages

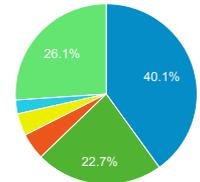
Page Title	Pageviews	Bounce Rate
Current Status of States/Territories Homeland Security	86,677	34.20%
REAL ID Enforcement in Brief Homeland Security	86,438	28.14%
Sex Trafficking Awareness Videos Homeland Security	80,987	80.46%
Trusted Traveler Programs Homeland Security	57,504	22.05%
Learn What I Can Bring on the Plane Homeland Security	57,305	83.25%
Blue Campaign Homeland Security	55,159	81.84%
Search Job Postings Homeland Security	42,540	16.43%
Executive Orders on Protecting the Homeland Homeland Security	42,317	60.69%
Real ID Public FAQs Homeland Security	40,163	57.33%
How Do I? Homeland Security	38,232	39.20%

Visits by Social Network

Social Network	Sessions
Facebook	43,165
Blogger	7,754
Twitter	6,499
Weebly	1,243
LinkedIn	639
reddit	391
Quora	146
Stack Exchange	142
YouTube	79
WordPress	61

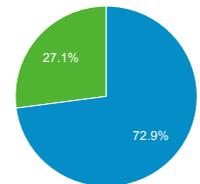
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



 All Users
100.00% Sessions

Visits to DHS.gov

3,461,831

% of Total: 100.00% (3,461,831)



Total Internal Searches

106,896

% of Total: 100.00% (106,896)



Total External Searches (Google)

723,067

% of Total: 20.89% (3,461,831)

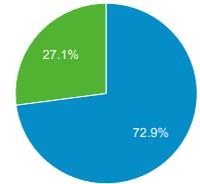


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
esta	1,073	40
careers	874	8
esta application	826	16
esta status	453	24
global entry applica tion	445	0
tps haiti	405	0
case status	381	16
human trafficking	366	16
renew passport	358	0
global entry	342	16

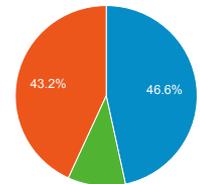
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security	69,201
Sex Trafficking Awareness Videos Ho meland Security	50,693
Learn What I Can Bring on the Plane H omeland Security	45,138
Get a Green Card Homeland Security	14,988
Immigration Data & Statistics Homela nd Security	13,295
Real ID Public FAQs Homeland Securit y	11,094
Check Immigration Case Status Home land Security	10,681
Comparison Chart Homeland Security	10,434
What Is Human Trafficking? Homelan d Security	9,036
Homeland Security Jobs Homeland Se curity	8,424

DHS.gov Customer Satisfaction Survey

Time Period: 04/1/2017–04/30/2017

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: 04/1/2017–04/30/2017

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: 04/01/2017- 04/30/2017

Overall Customer Satisfaction Score **69.80**

How would you rate your overall experience today? **64.24**

Answer Choices	Responses	Points	Score
▪ Outstanding	540	100	54000
▪ Above Average	708	75	53100
▪ Average	717	50	35850
▪ Below Average	161	25	4025
▪ Poor	162	0	0
Total	2288		146975

Were you able to complete the purpose of your visit? **60.18**

Answer Choices	Responses	Points	Score
▪ Yes	1377	100	137700
▪ No	911	0	0
Total	2288		137700

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	1994	100	199400
▪ No	294	0	0
Total	2288		199400

Will you recommend this website to a friend or colleague? **80.64**

Answer Choices	Responses	Points	Score
▪ Yes	1845	100	184500
▪ No	443	0	0
Total	2288		184500

Please describe your experience finding your way around (navigating) DHS.gov today. **63.60**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1340	100	134000
▪ Had technical difficulties (e.g. error messages, broken links)	92	0	0
▪ Links did not take me where I expected	164	0	0
▪ Links / labels are difficult to understand, they are not intuitive	55	0	0
▪ Navigated to general area but couldn't find the specific content needed	329	0	0
▪ Too many links or navigational choices	57	0	0
▪ Would often feel lost, not know where I was	70	0	0
Total	2107		134000

How was your experience using our site search? **54.81**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	610	100	61000
▪ I was not sure what words to use in my search	111	0	0
▪ Results were not helpful	158	0	0
▪ Results were not relevant to my search terms or needs	111	0	0
▪ Results were too similar / redundant	32	0	0
▪ Returned not enough or no results	74	0	0
▪ Returned too many results	17	0	0
Total	1113		61000

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2017- 04/30/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	69	3.02%
▪ Contact information	145	6.34%
▪ Contracting opportunities	23	1.01%
▪ Cybersecurity	171	7.47%
▪ Disaster assistance	60	2.62%
▪ Email, RSS feeds, or subscription services	23	1.01%
▪ Forms or publications	143	6.25%
▪ Human trafficking	91	3.98%
▪ Immigration and citizenship	190	8.30%
▪ Information about DHS (leadership, history, etc.)	153	6.69%
▪ Jobs / career information	242	10.58%
▪ Law enforcement	95	4.15%
▪ News	108	4.72%
▪ Photographs	5	0.22%
▪ Small business resources	31	1.35%
▪ Training	135	5.90%
▪ Travel	587	25.66%
▪ Videos	17	0.74%
Total	2288	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	26	2.65%
▪ Content wasn't easy to understand	88	8.97%
▪ Could not find what I was looking for	496	50.56%
▪ Error on page	54	5.50%
▪ Multimedia / technical problem	35	3.57%
▪ Outdated information	27	2.75%
▪ Other	255	25.99%
Total	981	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	198	8.65%
▪ Educator	136	5.94%
▪ Federal government employee	130	5.68%
▪ First responder / law enforcement official	101	4.41%
▪ Government contractor	90	3.93%
▪ International visitor	61	2.67%
▪ Job seeker	167	7.30%
▪ Media representative	13	0.57%
▪ Non-profit staff or volunteer	71	3.10%
▪ Seeking citizenship or immigration information	64	2.80%
▪ State, tribal, territorial or local government representative	62	2.71%
▪ Student	340	14.86%
▪ Traveler (domestic or international)	460	20.10%
▪ Other	395	17.26%
Total	2288	100%