

**All Users**  
100.00% Sessions

Total Visits

**3,207,373**

% of Total: 100.00% (3,207,373)



Avg. Visit Duration

**00:01:40**

Avg for View: 00:01:40 (0.00%)



Pageviews

**6,280,814**

% of Total: 100.00% (6,280,814)



Unique Visitors

**1,975,432**

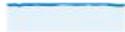
% of Total: 100.00% (1,975,432)



Avg. Pages / Visit

**1.96**

Avg for View: 1.96 (0.00%)



Avg. Time on Page

**00:01:44**

Avg for View: 00:01:44 (0.00%)



Bounce Rate

**58.91%**

Avg for View: 58.91% (0.00%)



Top Pages

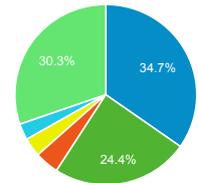
Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	332,942	41.14%
Real ID Public FAQs   Homeland Security	179,964	66.67%
Comparison Chart   Homeland Security	116,197	48.60%
Search Job Postings   Homeland Security	77,662	24.99%
Learn What I Can Bring on the Plane   Homeland Security	69,505	66.02%
Trusted Traveler Programs   Homeland Security	64,879	40.74%
Homeland Security Careers   Homeland Security	57,047	46.91%
State Compliance   Homeland Security	52,080	49.43%
Identify a Victim   Homeland Security	51,520	64.88%
DHS is Hiring   Homeland Security	49,848	52.74%

Visits by Social Network

Social Network	Sessions
Facebook	26,115
reddit	7,463
Twitter	7,302
Blogger	1,552
LinkedIn	1,469
YouTube	408
Quora	214
Instagram	129
Naver	83
WordPress	74

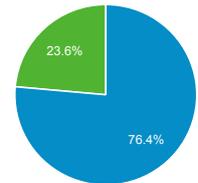
Visits by Source

google (direct) bing  
dhs.gov ttp.cbp.dhs.gov  
Other



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users  
100.00% Sessions

Visits to DHS.gov

**3,207,373**

% of Total: 100.00% (3,207,373)



Total Internal Searches

**97,254**

% of Total: 100.00% (97,254)



Total External Searches (Google)

**807,057**

% of Total: 25.16% (807,057)

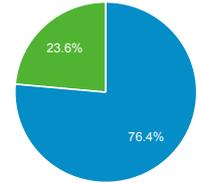


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	698	8
real id	609	0
real id compliant states	511	0
esta	503	0
active shooter	422	16
case status	406	8
forms	381	32
global entry application	325	0
tps nepal	308	16
daca	284	0

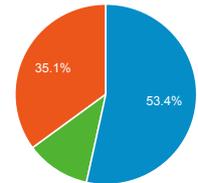
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security   Home	82,174
Learn What I Can Bring on the Plane   Homeland Security	53,322
Real ID Public FAQs   Homeland Security	30,102
REAL ID   Homeland Security	27,635
Search Job Postings   Homeland Security	14,714
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement   Homeland Security	13,432
Blue Campaign   Homeland Security	13,059
Immigration Data & Statistics   Homeland Security	12,977
Homeland Security Careers   Homeland Security	12,223
Sex Trafficking Awareness Videos   Homeland Security	12,190

# DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2018 –04/30/2018

## 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: Survey Monkey)

### 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.

### Actions Taken:

**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.

**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.

**Improved Usage Analytics:** 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.

### Technical Improvements:

- We added our Podcast Series to additional pages on DHS.gov
- We fixed our Homepage fonts
- We fixed our Publications context
- We made security updates

# DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2018- 04/30/2018

## Overall Customer Satisfaction Score

**71.20**

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

**66.56**

Answer Choices	Responses	Points	Score
▪ Outstanding	782	100	78200
▪ Above Average	1110	75	83250
▪ Average	969	50	48450
▪ Below Average	203	25	5075
▪ Poor	166	0	0
<b>Total</b>	<b>3230</b>		<b>214975</b>

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

**63.50**

Answer Choices	Responses	Points	Score
▪ Yes	2051	100	205100
▪ No	1179	0	0
<b>Total</b>	<b>3230</b>		<b>205100</b>

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

**86.53**

Answer Choices	Responses	Points	Score
▪ Yes	2795	100	279500
▪ No	435	0	0
<b>Total</b>	<b>3230</b>		<b>279500</b>

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

**82.29**

Answer Choices	Responses	Points	Score
▪ Yes	2658	100	265800
▪ No	572	0	0
<b>Total</b>	<b>3230</b>		<b>265800</b>

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

**62.88**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1904	100	190400
▪ Had technical difficulties (e.g. error messages, broken links)	102	0	0
▪ Links did not take me where I expected	224	0	0
▪ Links / labels are difficult to understand, they are not intuitive	110	0	0
▪ Navigated to general area but couldn't find the specific content needed	509	0	0
▪ Too many links or navigational choices	89	0	0
▪ Would often feel lost, not know where I was	90	0	0
<b>Total</b>	<b>3028</b>		<b>190400</b>

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

**58.18**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	910	100	91000
▪ I was not sure what words to use in my search	131	0	0
▪ Results were not helpful	249	0	0
▪ Results were not relevant to my search terms or needs	122	0	0
▪ Results were too similar / redundant	37	0	0
▪ Returned not enough or no results	93	0	0
▪ Returned too many results	22	0	0
<b>Total</b>	<b>1564</b>		<b>91000</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2018- 04/30/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	121	3.75%
▪ Contact information	141	4.37%
▪ Contracting opportunities	51	1.58%
▪ Cybersecurity	173	5.36%
▪ Disaster assistance	83	2.57%
▪ Email, RSS feeds, or subscription services	30	0.93%
▪ Forms or publications	208	6.44%
▪ Human trafficking	142	4.40%
▪ Immigration and citizenship	211	6.53%
▪ Information about DHS (leadership, history, etc.)	187	5.79%
▪ Jobs / career information	416	12.88%
▪ Law enforcement	133	4.12%
▪ News	104	3.22%
▪ Photographs	8	0.25%
▪ Small business resources	43	1.33%
▪ Training	297	9.20%
▪ Travel	828	25.63%
▪ Videos	54	1.67%
<b>Total</b>	<b>3230</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	35	2.74%
▪ Content wasn't easy to understand	112	8.76%
▪ Could not find what I was looking for	737	57.62%
▪ Error on page	44	3.44%
▪ Multimedia / technical problem	16	1.25%
▪ Outdated information	35	2.74%
▪ Other	300	23.46%
<b>Total</b>	<b>1279</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	322	9.97%
▪ Educator	218	6.75%
▪ Federal government employee	229	7.09%
▪ First responder / law enforcement official	179	5.54%
▪ Government contractor	96	2.97%
▪ International visitor	42	1.30%
▪ Job seeker	231	7.15%
▪ Media representative	16	0.50%
▪ Non-profit staff or volunteer	114	3.53%
▪ Seeking citizenship or immigration information	75	2.32%
▪ State, tribal, territorial or local government representative	89	2.76%
▪ Student	438	13.56%
▪ Traveler (domestic or international)	679	21.02%
▪ Other	502	15.54%
<b>Total</b>	<b>3230</b>	<b>100%</b>