

DHS.gov Web Performance Metrics

May 1, 2016 - May 31, 2016

 All Users
100.00% Sessions

Total Visits

3,949,281

% of Total: 100.00% (3,949,281)



Avg. Visit Duration

00:01:30

Avg for View: 00:01:30 (0.00%)



Pageviews

6,733,285

% of Total: 100.00% (6,733,285)



Unique Visitors

1,950,666

% of Total: 100.00% (1,950,666)



Avg. Pages / Visit

1.70

Avg for View: 1.70 (0.00%)



Avg. Time on Page

00:02:07

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



Bounce Rate

69.83%

Avg for View: 69.83% (0.00%)

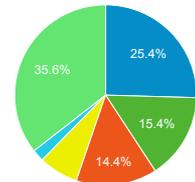


Top Pages

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	3,806,044	82.74%
Homeland Security	251,168	2.17%
Trusted Traveler Programs Homeland Security	152,528	26.74%
e-Passports Homeland Security	129,074	75.56%
Check Immigration Case Status Homeland Security	124,392	31.85%
Visa Waiver Program Requirements Homeland Security	87,431	76.93%
Comparison Chart Homeland Security	64,032	55.01%
single father - DHS.gov Search Results	54,531	91.76%
Search Job Postings Homeland Security	53,843	31.10%
Homeland Security Careers Homeland Security	47,072	22.91%

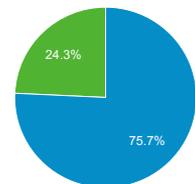
Visits by Source

■ uscg.mil
 ■ google
 ■ (direct)
 ■ cg.portal.uscg.mil
 ■ wow.uscgauz.info
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	39,106
Blogger	9,738
Twitter	3,811
reddit	1,414
Weebly	1,231
LinkedIn	875
Stack Exchange	395
Google+	190
TypePad	147
TripAdvisor	128

DHS.gov Search Web Performance Metrics

May 1, 2016 - May 31, 2016

 All Users
100.00% Sessions

Visits to DHS.gov

3,949,281

% of Total: 100.00% (3,949,281)



Total Internal Searches

140,833

% of Total: 100.00% (140,833)



Total External Searches (Google)

711,629

% of Total: 18.02% (3,949,281)



Top Internal Searches by Search Term

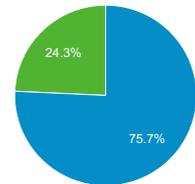
Search Term	Total Unique Searches
single father	48,729
global entry	830
esta	789
active shooter	463
jobs	446
careers	434
forms	393
passport	392
status	291
goes	288

Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	1,981
us passport	1,615
passport application	1,223
(not set)	854
homeland security jobs	848
passport	549
federal protective service	512
us passport application	386
immigration status	314
enhanced driver's license	288

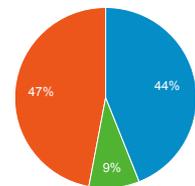
New vs. Returned Visitors

■ 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: 5/1/2016 – 5/31/2016

Top Landing Pages and Search Queries – May 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	2,408,730	24.41%	587,970	83.05%	1.48
/index.shtm	177,862	77.79%	138,355	2.24%	3.84
/trusted-traveler-programs	115,131	90.03%	103,647	26.61%	1.48
/e-passports	109,983	88.44%	97,268	75.58%	1.37
/how-do-i/check-immigration-case-status	87,753	61.68%	54,124	31.93%	1.57
/ntas	65,084	11.03%	7,182	71.58%	1.51
/visa-waiver-program-requirements	57,613	88.98%	51,262	77.07%	1.29
/search?query=single+father&op=Search&affiliate=dhs	48,729	71.16%	34,674	91.76%	1.12
/comparison-chart	34,548	84.18%	29,083	56.31%	1.31
/real-id-enforcement-brief	24,445	88.72%	21,688	48.03%	2.27
Totals and Averages	3,129,878	68.64%	1,125,253	56.42%	1.72

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)
single father	uscis case status
global entry	us passport
esta	passport application
active shooter	(not set)
jobs	homeland security jobs
careers	passport
forms	federal protective service
passport	us passport application
status	immigration status
goes	enhanced driver’s license

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2016 - 5/31/2016

Overall Customer Satisfaction Score **69.26**

How would you rate your overall experience today? **64.74**

Answer Choices	Responses	Points	Score
▪ Outstanding	413	100	41300
▪ Above Average	636	75	47700
▪ Average	584	50	29200
▪ Below Average	109	25	2725
▪ Poor	126	0	0
Total	1868		120925

Were you able to complete the purpose of your visit? **58.51**

Answer Choices	Responses	Points	Score
▪ Yes	1093	100	109300
▪ No	775	0	0
Total	1868		109300

Would you still return to this website if you could get this information or service from another source? **86.88**

Answer Choices	Responses	Points	Score
▪ Yes	1623	100	162300
▪ No	245	0	0
Total	1868		162300

Will you recommend this website to a friend or colleague? **81.64**

Answer Choices	Responses	Points	Score
▪ Yes	1525	100	152500
▪ No	343	0	0
Total	1868		152500

Please describe your experience finding your way around (navigating) DHS.gov today. **61.45**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1068	100	106800
▪ Had technical difficulties (e.g. error messages, broken links)	66	0	0
▪ Links did not take me where I expected	137	0	0
▪ Links / labels are difficult to understand, they are not intuitive	47	0	0
▪ Navigated to general area but couldn't find the specific content needed	298	0	0
▪ Too many links or navigational choices	65	0	0
▪ Would often feel lost, not know where I was	57	0	0
Total	1738		106800

How was your experience using our site search? **54.54**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	517	100	51700
▪ I was not sure what words to use in my search	98	0	0
▪ Results were not helpful	135	0	0
▪ Results were not relevant to my search terms or needs	96	0	0
▪ Results were too similar / redundant	34	0	0
▪ Returned not enough or no results	54	0	0
▪ Returned too many results	14	0	0
Total	948		51700

DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2016 - 5/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	71	3.80%
▪ Contact information	120	6.42%
▪ Contracting opportunities	30	1.61%
▪ Cybersecurity	121	6.48%
▪ Disaster assistance	52	2.78%
▪ Email, RSS feeds, or subscription services	27	1.45%
▪ Forms or publications	108	5.78%
▪ Human trafficking	41	2.19%
▪ Immigration and citizenship	113	6.05%
▪ Information about DHS (leadership, history, etc.)	125	6.69%
▪ Jobs / career information	323	17.29%
▪ Law enforcement	81	4.34%
▪ News	48	2.57%
▪ Photographs	8	0.43%
▪ Small business resources	28	1.50%
▪ Training	118	6.32%
▪ Travel	438	23.45%
▪ Videos	16	0.86%
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	21	2.57%
▪ Content wasn't easy to understand	75	9.17%
▪ Could not find what I was looking for	463	56.60%
▪ Error on page	28	3.42%
▪ Multimedia / technical problem	16	1.96%
▪ Outdated information	26	3.18%
▪ Other	189	23.11%
Total	818	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	155	8.30%
▪ Educator	113	6.05%
▪ Federal government employee	155	8.30%
▪ First responder / law enforcement official	94	5.03%
▪ Government contractor	74	3.96%
▪ International visitor	52	2.78%
▪ Job seeker	230	12.31%
▪ Media representative	7	0.37%
▪ Non-profit staff or volunteer	47	2.52%
▪ Seeking citizenship or immigration information	51	2.73%
▪ State, tribal, territorial or local government representative	38	2.03%
▪ Student	226	12.10%
▪ Traveler (domestic or international)	381	20.40%
▪ Other	245	13.12%
Total	1868	100%