



 All Users
100.00% Sessions

Total Visits

3,877,955
% of Total: 100.00% (3,877,955) 


Avg. Visit Duration

00:01:32
Avg for View: 00:01:32 (0.00%) 

Pageviews

7,035,508
% of Total: 100.00% (7,035,508) 


Unique Visitors

2,083,864
% of Total: 100.00% (2,083,864) 

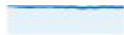
Avg. Pages / Visit

1.81
Avg for View: 1.81 (0.00%) 

Avg. Time on Page

00:01:52
Avg for View: 00:01:52 (0.00%) 

Bounce Rate

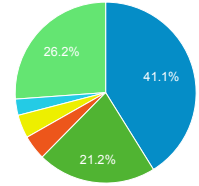
65.45%
Avg for View: 65.45% (0.00%) 

Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Enforcement in Brief Homeland Security	87,881	23.54%
Current Status of States/Territories Homeland Security	83,479	30.37%
Real ID Public FAQs Homeland Security	79,284	56.06%
Learn What I Can Bring on the Plane Homeland Security	77,921	67.09%
Sex Trafficking Awareness Videos Homeland Security	74,480	77.88%
Comparison Chart Homeland Security	68,452	54.45%
Blue Campaign Homeland Security	66,413	76.71%
Trusted Traveler Programs Homeland Security	62,757	31.82%
Fact Sheet: Aviation Security Enhancements for Select Last Point of Departure Airports with Commercial Flights to the United States Homeland Security	58,022	67.81%
Search Job Postings Homeland Security	57,904	13.82%

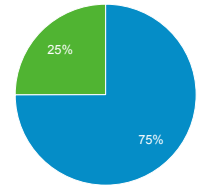
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor




Visits by Social Network


Social Network	Sessions
Facebook	29,488
Twitter	8,691
Blogger	7,685
LinkedIn	1,095
Weebly	603
reddit	490
Quora	234
YouTube	151
WordPress	125
TypePad	77

 All Users
100.00% Sessions


Visits to DHS.gov

3,877,955
% of Total: 100.00% (3,877,955) 

Total Internal Searches

110,648
% of Total: 100.00% (110,648) 

Total External Searches (Google)

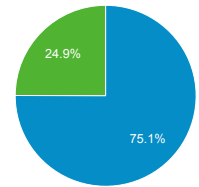
905,081
% of Total: 23.34% (3,877,955) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
esta	1,142	29
esta application	888	78
careers	839	0
laptop ban	829	10
case status	664	39
global entry applica tion	488	0
esta status	468	20
tps haiti	468	0
real id	459	20
global entry	449	0

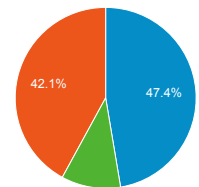
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security	81,053
Learn What I Can Bring on the Plane H omeland Security	59,175
Sex Trafficking Awareness Videos Ho meland Security	43,727
Real ID Public FAQs Homeland Securit y	20,990
Get a Green Card Homeland Security	17,389
Immigration Data & Statistics Homela nd Security	13,018
Comparison Chart Homeland Security	12,822
Check Immigration Case Status Home land Security	12,198
TSA to Notify Travelers of Upcoming 20 18 Real ID Airport Enforcement Homel and Security	11,232
Cross U.S. Borders Homeland Security	10,510

DHS.gov Customer Satisfaction Survey

Time Period: 05/1/2017–05/31/2017

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: 05/1/2017–05/31/2017

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: 05/01/2017- 05/31/2017

Overall Customer Satisfaction Score

69.73

How would you rate your overall experience today?

64.76

Answer Choices	Responses	Points	Score
▪ Outstanding	754	100	75400
▪ Above Average	1047	75	78525
▪ Average	937	50	46850
▪ Below Average	217	25	5425
▪ Poor	229	0	0
Total	3184		206200

Were you able to complete the purpose of your visit?

60.08

Answer Choices	Responses	Points	Score
▪ Yes	1913	100	191300
▪ No	1271	0	0
Total	3184		191300

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

87.19

Answer Choices	Responses	Points	Score
▪ Yes	2776	100	277600
▪ No	408	0	0
Total	3184		277600

Will you recommend this website to a friend or colleague?

81.22

Answer Choices	Responses	Points	Score
▪ Yes	2586	100	258600
▪ No	598	0	0
Total	3184		258600

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

62.84

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1869	100	186900
▪ Had technical difficulties (e.g. error messages, broken links)	119	0	0
▪ Links did not take me where I expected	200	0	0
▪ Links / labels are difficult to understand, they are not intuitive	88	0	0
▪ Navigated to general area but couldn't find the specific content needed	531	0	0
▪ Too many links or navigational choices	73	0	0
▪ Would often feel lost, not know where I was	94	0	0
Total	2974		186900

How was your experience using our site search?

53.52

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	828	100	82800
▪ I was not sure what words to use in my search	143	0	0
▪ Results were not helpful	263	0	0
▪ Results were not relevant to my search terms or needs	147	0	0
▪ Results were too similar / redundant	44	0	0
▪ Returned not enough or no results	99	0	0
▪ Returned too many results	23	0	0
Total	1547		82800

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2017- 05/31/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	109	3.42%
▪ Contact information	186	5.84%
▪ Contracting opportunities	58	1.82%
▪ Cybersecurity	219	6.88%
▪ Disaster assistance	69	2.17%
▪ Email, RSS feeds, or subscription services	40	1.26%
▪ Forms or publications	228	7.16%
▪ Human trafficking	135	4.24%
▪ Immigration and citizenship	222	6.97%
▪ Information about DHS (leadership, history, etc.)	161	5.06%
▪ Jobs / career information	342	10.74%
▪ Law enforcement	112	3.52%
▪ News	168	5.28%
▪ Photographs	7	0.22%
▪ Small business resources	24	0.75%
▪ Training	190	5.97%
▪ Travel	898	28.20%
▪ Videos	16	0.50%
Total	3184	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	39	2.87%
▪ Content wasn't easy to understand	131	9.64%
▪ Could not find what I was looking for	754	55.48%
▪ Error on page	65	4.78%
▪ Multimedia / technical problem	34	2.50%
▪ Outdated information	41	3.02%
▪ Other	295	21.71%
Total	1359	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	325	10.21%
▪ Educator	195	6.12%
▪ Federal government employee	197	6.19%
▪ First responder / law enforcement official	142	4.46%
▪ Government contractor	136	4.27%
▪ International visitor	78	2.45%
▪ Job seeker	244	7.66%
▪ Media representative	15	0.47%
▪ Non-profit staff or volunteer	115	3.61%
▪ Seeking citizenship or immigration information	87	2.73%
▪ State, tribal, territorial or local government representative	66	2.07%
▪ Student	364	11.43%
▪ Traveler (domestic or international)	701	22.02%
▪ Other	519	16.30%
Total	3184	100%