

Total Visits

3,877,955

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

VVVV

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)

VVV

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%)

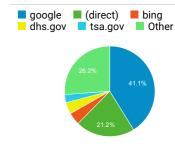
Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Enforcement in Brief Ho meland Security	87,881	23.54%
Current Status of States/Territorie s Homeland Security	83,479	30.37%
Real ID Public FAQs Homeland Se curity	79,284	56.06%
Learn What I Can Bring on the Plan e 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 Securit y	66,413	76.71%
Trusted Traveler Programs Homel and Security	62,757	31.82%
Fact Sheet: Aviation Security Enha ncements for Select Last Point of Departure Airports with Commerci al Flights to the United States Ho meland Security	58,022	67.81%
Search Job Postings Homeland S ecurity	57,904	13.82%

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

Visits by Source



New vs. Returned Visitors





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)



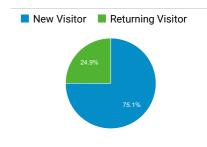
Top Internal Searches by Search Term

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

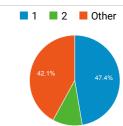
Top External Searches (Google - as reported)

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 neland Security	43,727
Real ID Public FAQs Homeland Securit	20,990
Get a Green Card Homeland Security	17,389
mmigration Data & Statistics Homela nd Security	13,018
Comparison Chart Homeland Security	12,822
Check Immigration Case Status Home and 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

New vs. Returned Visitors



Avg. Visits per Visitor



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

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.

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

Answer Choices Responses Points Scot	Overall Customer Satisfaction Score			69.73
. Outstanding	How would you rate your overall experience today?			64.76
A Above Average 1047 75 7855 A Average 937 50 408 Poor 229 0 Total 3184 2062€ Were you able to complete the purpose of your visit? 60.0 Answer Choices Responses Points Sco • Yes 1913 100 1913€ • No 1271 0 1771 100 1913€ • Yes 1913 100 1913€ No 1913€ 1913€ 100 1913€ No 1913€ 100 1913€ No 1913€ 100 1913€ No 1913€ 500 1913€ 500 1913€ 500 1913€ 500 1913€ 500 1913€ 500 1913€ 500 1913€ 1913€ 500 1918€ 1913€ 500 1918€ 1913€ 500 1918€ 1918€ 1918€ 1918€ 1918€ 1918€ 1918€ 1918€ 1918€ 1918€ 1918€ <th>Answer Choices</th> <th>Responses</th> <th>Points</th> <th>Score</th>	Answer Choices	Responses	Points	Score
• Nerrange 937 50 4688 • Below Average 217 25 54 • Poor 229 0 Total 3184 20620 Were you able to complete the purpose of your visit? 60.0 Answer Choices Responses Points 5co • Yes 1913 100 1913 • No 1271 10 1913 Would you still return to this website if you could get this information or service from another source? Responses Points 5co • No 2776 100 2776 100 2776 • No 408 0 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 2776 100 <td> Outstanding </td> <td>754</td> <td>100</td> <td>75400</td>	 Outstanding 	754	100	75400
• Below Average 217 25 542 • Poor 229 0 Total 3184 20620 Were you able to complete the purpose of your visit? 60.0 Answer Choices Responses Points Sco • Yes 1913 100 19130 • No 1271 0 19130 Total 3184 19130 27761 19130 Would you still return to this website if you could get this information or service from another source? 88500 2776 100 27766 2776 100 27766 100 27760 1	Above Average	1047	75	78525
Poor	 Average 	937	50	46850
More You able to complete the purpose of your visit?	Below Average	217	25	5425
Were you able to complete the purpose of your visit? 60.0 Answer Choices Responses Points 50.0 • Yes 1913 100 1913 • No 1271 0 101 Total 3184 19130 Would you still return to this website if you could get this information or service from another source? 8850000 87.1 Answer Choices Responses Points Sco. • Yes 2776 100 27760 • No 408 0 100 27760 • Will you recommend this website to a friend or colleague? 81.2 81.2 81.2 Answer Choices Responses Points Sco. 100 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860 10 25860		229	0	(
Answer Choices Responses Points Scote	Total	3184		206200
• Yes 1913 100 19130 • No 1271 0 Total 3184 19130 Would you still return to this website if you could get this information or service from another source? 87.1 Answer Choices Responses Points Sco • Yes 2776 100 27760 • No 408 0 70 • No 2586 100 2586 • Yes 2586 100 2586 • No 598 0 70 • Total 3184 2586 • Please describe your experience finding your way around (navigating) DHS.gov today. 8 0 * Fesculates "Other" responses Responses Points Sco • Encountered no difficulties 8 0 1 • Encountered in odifficulties 8 0 1 1	Were you able to complete the purpose of your visit?			60.08
• No 1271 0 Total 3184 19130 Would you still return to this website if you could get this information or service from another source? 87.1 Answer Choices Responses Points Sco • Yes 2776 100 27760 • No 408 0 27760 Will you recommend this website to a friend or colleague? Responses Points Sco • Yes 2586 100 25860 100 25860 • No 2586 100 25860 100 2586	Answer Choices	Responses	Points	Score
Mould you still return to this website if you could get this information or service from another source? Answer Choices	• Yes	1913	100	19130
Would you still return to this website if you could get this information or service from another source? Answer Choices Responses Points Scot 100 27766 100	• No	1271	0	(
Information or service from another source? Responses Points Scot • Yes 2776 100 27760 • No 408 0 Total 3184 27760 Will you recommend this website to a friend or colleague? 81.2 Answer Choices Responses Points Scot • Yes 2586 100 25860 • No 5588 0 5588 0 • Total 3184 25860 100 100 <td< td=""><td>Total</td><td>3184</td><td></td><td>19130</td></td<>	Total	3184		19130
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• Yes 2776 100 27760 • No 408 0 Total 3184 27760 Will you recommend this website to a friend or colleague? 81.2 Answer Choices Responses Points Scool • Yes 2586 100 25860 • No 598 0 70<				
No 408 0 Total 3184 27760 Will you recommend this website to a friend or colleague? 81.2 Answer Choices Responses Points Score • Yes 2586 100 25860 • No 598 0 7 Total 3184 25860 Please describe your experience finding your way around (navigating) DHS.gov today. 62.8 Please describe your experience finding your way around (navigating) DHS.gov today. Response Points Score *** Answer Choices Responses Points Score ***				Score
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Answer Choices Responses Points Scot • Yes	Will you recommend this website to a friend or collegged			01 22
Yes		_		
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(navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Responses Points Scor • Encountered no difficulties (e.g. error messages, broken links) 119 0 • Links did not take me where I expected 200 0 • Links / labels are difficult to understand, they are not intuitive 88 0 • Navigated to general area but couldn't find the specific content needed 531 0 • Too many links or navigational choices 73 0 • Would often feel lost, not know where I was 94 0 Total 2974 18690 How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Responses Points Score Encountered no difficulties 143 0 • Results were not helpful 263 0 • Results were not relevant to my search terms or needs 147 0 • Results were too similar / redundant 44 0 • Returned not enough or no results 99 0				
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 Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was Would often feel lost, not know where I was Total 2974 18690 How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results Returned not enough or no results 	 Links did not take me where I expected 	200	0	
 Too many links or navigational choices Would often feel lost, not know where I was Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results 	 Links / labels are difficult to understand, they are not intuitive 	88	0	
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NOTE: Excludes "Did not use search" and "Other" responses Answer Choices • Encountered no difficulties • I was not sure what words to use in my search • Results were not helpful • Results were not relevant to my search terms or needs • Results were too similar / redundant • Returned not enough or no results	Total	2974		18690
Answer Choices Responses Points Score • Encountered no difficulties 828 100 8280 • I was not sure what words to use in my search 143 0 • Results were not helpful 263 0 • Results were not relevant to my search terms or needs 147 0 • Results were too similar / redundant 44 0 • Returned not enough or no results 99 0	How was your experience using our site search?			53.52
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 Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results 147 0 44 0 99 0 	 I was not sure what words to use in my search 	143	0	(
 Results were too similar / redundant Returned not enough or no results 99 		263	0	
• Returned not enough or no results 99 0		147	0	
•		44	0	
Returned too many results 23 0		99	0	
	Returned too many results	23	0	

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%