DHS.gov Search Web Performance Metrics

Jun 1, 2016 - Jun 30, 2016

All Users
100.00% Sessions

Visits to DHS.gov

3,806,740
% of Total: **100.00% (3,806,740)**

Total Internal Searches

113,700
% of Total: **100.00% (113,700)**

Total External Searches (Google)

626,568
% of Total: **16.46% (3,806,740)**

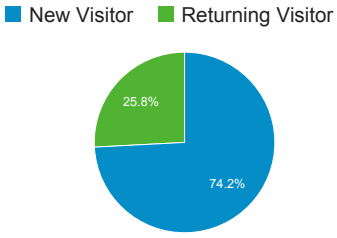
Top Internal Searches by Search Term

Search Term	Total Unique Searches
single father	17,522
careers	785
esta	677
case status	636
forms	622
jobs	586
global entry	532
active shooter	508
global entry application	433
check my case status	347

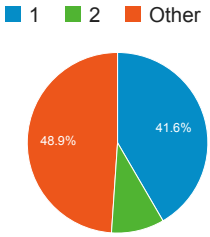
Top External Searches (Google - as reported)

Keyword	Sessions
us passport	1,127
passport application	972
(not set)	855
us passport application	838
uscis case status	796
homeland security jobs	754
passport	502
active shooter training	296
enhanced driver's license	251
immigration status	225

New vs. Returned Visitors



Avg. Visits per Visitor



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DHS.gov Web Performance Metrics

Jun 1, 2016 - Jun 30, 2016

All Users
100.00% Sessions

Total Visits

3,806,740
% of Total: **100.00% (3,806,740)**

Avg. Visit Duration

00:01:26
Avg for View: **00:01:26 (0.00%)**

Pageviews

6,525,769
% of Total: **100.00% (6,525,769)**

Unique Visitors

1,808,295
% of Total: **100.00% (1,808,295)**

Avg. Pages / Visit

1.71
Avg for View: **1.71 (0.00%)**

Avg. Time on Page

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

Bounce Rate

70.12%
Avg for View: **70.12% (0.00%)**

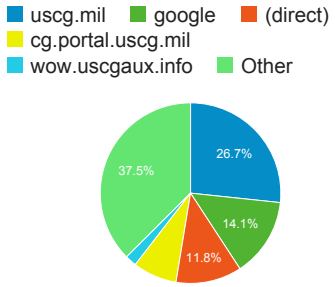
Top Pages

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	3,790,262	82.77%
Homeland Security |	216,685	2.78%
Trusted Traveler Programs | Homeland Security	110,574	20.34%
Check Immigration Case Status | Homeland Security	77,423	43.05%
National Terrorism Advisory System Bulletin - June 15, 2016 | Homeland Security	50,052	80.35%
Search Job Postings | Homeland Security	50,004	20.05%
How Do I? | Homeland Security	45,546	31.16%
REAL ID Enforcement in Brief | Homeland Security	45,062	46.27%
Homeland Security Careers | Homeland Security	42,532	21.65%
Active Shooter Preparedness | Homeland Security	41,628	53.36%

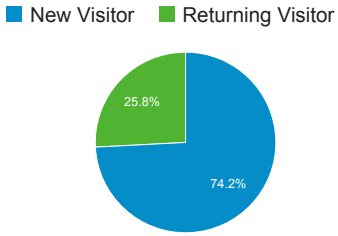
Visits by Social Network

Social Network	Sessions
Facebook	61,345
Blogger	9,249
Twitter	4,197
LinkedIn	605
reddit	521
YouTube	467
Stack Exchange	355
Weebly	293
Google+	152
Disqus	144

Visits by Source



New vs. Returned Visitors



DHS.gov Customer Satisfaction Survey

Time Period: 6 /1/2016 – 6/30/2016

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

information and announcements from the Department.

- **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.

DHS.gov Customer Satisfaction Survey

Time Period: 6 /1/2016 – 6/30/2016

Top Landing Pages and Search Queries – June 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	2,442,157	23.92	584,115	83.02	1.46
/index.shtm	170,397	77.83	132,620	2.77	3.82
/trusted-traveler-programs	58,029	84.34	48,941	19.87	1.61
/how-do-i/check-immigration-case-status	49,289	60.09	29,619	43.20	1.86
/ntas	39,886	15.32	6,109	69.62	1.55
/ntas/advisory/ntas_16_0615_0001	39,618	91.45	36,231	80.56	1.14
/e-passports	32,699	88.23	28,851	79.18	1.38
/real-id-enforcement-brief	29,456	90.98	26,798	46.27	2.11
/active-shooter-preparedness	25,751	76.65	17,738	53.72	2.23
/how-do-i/learn-what-i-can-bring-plane	21,592	87.81	18,961	85.35	1.14
Totals and Averages	2,908,874	69.66%	929,983	56.36%	1.83

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	us passport
careers	passport application
esta	(not set)
case status	us passport application
forms	uscis case status
jobs	homeland security jobs
global entry	passport
active shooter	active shooter training
global entry application	enhanced driver's license
check my case status	immigration status

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2016 - 6/30/2016

Overall Customer Satisfaction Score 68.66

How would you rate your overall experience today? 64.30

Answer Choices	Responses	Points	Score
▪ Outstanding	355	100	35500
▪ Above Average	482	75	36150
▪ Average	449	50	22450
▪ Below Average	117	25	2925
▪ Poor	106	0	0
Total	**1509**		**97025**

Were you able to complete the purpose of your visit? 56.93

Answer Choices	Responses	Points	Score
▪ Yes	859	100	85900
▪ No	650	0	0
Total	**1509**		**85900**

Would you still return to this website if you could get this information or service from another source? 88.20

Answer Choices	Responses	Points	Score
▪ Yes	1331	100	133100
▪ No	178	0	0
Total	**1509**		**133100**

Will you recommend this website to a friend or colleague? 81.44

Answer Choices	Responses	Points	Score
▪ Yes	1229	100	122900
▪ No	280	0	0
Total	**1509**		**122900**

Please describe your experience finding your way around (navigating) DHS.gov today. 60.57

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	851	100	85100
▪ Had technical difficulties (e.g. error messages, broken links)	54	0	0
▪ Links did not take me where I expected	123	0	0
▪ Links / labels are difficult to understand, they are not intuitive	45	0	0
▪ Navigated to general area but couldn't find the specific content needed	249	0	0
▪ Too many links or navigational choices	43	0	0
▪ Would often feel lost, not know where I was	40	0	0
Total	**1405**		**85100**

How was your experience using our site search? 51.51

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	393	100	39300
▪ I was not sure what words to use in my search	77	0	0
▪ Results were not helpful	135	0	0
▪ Results were not relevant to my search terms or needs	82	0	0
▪ Results were too similar / redundant	24	0	0
▪ Returned not enough or no results	36	0	0
▪ Returned too many results	16	0	0
Total	**763**		**39300**

DHS.gov Customer Satisfaction Survey

Time Period: 6/1/2016 - 6/30/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	64	4.24%
▪ Contact information	89	5.90%
▪ Contracting opportunities	18	1.19%
▪ Cybersecurity	101	6.69%
▪ Disaster assistance	46	3.05%
▪ Email, RSS feeds, or subscription services	22	1.46%
▪ Forms or publications	117	7.75%
▪ Human trafficking	49	3.25%
▪ Immigration and citizenship	94	6.23%
▪ Information about DHS (leadership, history, etc.)	73	4.84%
▪ Jobs / career information	241	15.97%
▪ Law enforcement	80	5.30%
▪ News	67	4.44%
▪ Photographs	2	0.13%
▪ Small business resources	20	1.33%
▪ Training	170	11.27%
▪ Travel	229	15.18%
▪ Videos	27	1.79%
Total	**1509**	**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	18	2.60%
▪ Content wasn't easy to understand	54	7.80%
▪ Could not find what I was looking for	407	58.82%
▪ Error on page	18	2.60%
▪ Multimedia / technical problem	15	2.17%
▪ Outdated information	22	3.18%
▪ Other	158	22.83%
Total	**692**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	191	12.66%
▪ Educator	107	7.09%
▪ Federal government employee	108	7.16%
▪ First responder / law enforcement official	106	7.02%
▪ Government contractor	59	3.91%
▪ International visitor	43	2.85%
▪ Job seeker	174	11.53%
▪ Media representative	4	0.27%
▪ Non-profit staff or volunteer	66	4.37%
▪ Seeking citizenship or immigration information	35	2.32%
▪ State, tribal, territorial or local government representative	41	2.72%
▪ Student	139	9.21%
▪ Traveler (domestic or international)	202	13.39%
▪ Other	234	15.51%
Total	**1509**	**100%**