



 All Users
100.00% Sessions


Total Visits

3,825,125
% of Total: 100.00% (3,825,125) 


Avg. Visit Duration

00:01:31
Avg for View: 00:01:31 (0.00%) 

Pageviews

7,064,491
% of Total: 100.00% (7,064,491) 


Unique Visitors

2,144,921
% of Total: 100.00% (2,144,921) 

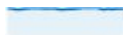
Avg. Pages / Visit

1.85
Avg for View: 1.85 (0.00%) 

Avg. Time on Page

00:01:46
Avg for View: 00:01:46 (0.00%) 

Bounce Rate

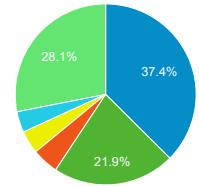
64.46%
Avg for View: 64.46% (0.00%) 

Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Enforcement Homeland Security	149,718	25.61%
Blue Campaign Homeland Security	143,365	84.29%
Current Status of States/Territories Homeland Security	114,455	26.75%
Learn What I Can Bring on the Plane Homeland Security	98,806	62.33%
Real ID Public FAQs Homeland Security	95,424	52.95%
Sex Trafficking Awareness Videos Homeland Security	85,259	78.94%
Search Job Postings Homeland Security	58,909	15.22%
Trusted Traveler Programs Homeland Security	56,578	33.20%
Fact Sheet: Aviation Security Enhancements for Select Last Point of Departure Airports with Commercial Flights to the United States Homeland Security	55,260	69.41%
How Do I? Homeland Security	49,212	32.79%

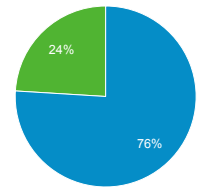
Visits by Source

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



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor




Visits by Social Network


Social Network	Sessions
Facebook	35,282
Twitter	13,897
Blogger	6,610
LinkedIn	1,275
reddit	1,039
Quora	291
BuzzFeed	267
YouTube	196
Weebly	181
TripAdvisor	163

 All Users
100.00% Sessions


Visits to DHS.gov

3,825,125
% of Total: 100.00% (3,825,125) 

Total Internal Searches

105,417
% of Total: 100.00% (105,417) 

Total External Searches (Google)

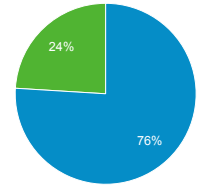
858,653
% of Total: 22.45% (3,825,125) 

Top Internal Searches by Search Term



Search Term	Total Unique Searches	Organic Searches
careers	927	0
laptop ban	908	10
esta	707	19
real id	583	19
esta application	573	19
global entry	573	19
global entry applica tion	516	10
case status	468	57
esta status	468	57
forms	430	57

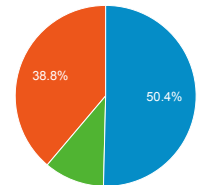
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Learn What I Can Bring on the Plane H omeland Security	76,947
Blue Campaign Homeland Security	76,689
Sex Trafficking Awareness Videos Ho meland Security	52,231
Homeland Security	41,961
Homeland Security Home	28,862
Real ID Public FAQs Homeland Securit y	20,875
Identify a Victim Homeland Security	17,321
Get a Green Card Homeland Security	16,834
Cross U.S. Borders Homeland Security	14,159
Comparison Chart Homeland Security	11,732

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2017 –06/30/2017

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: 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:

- Removed "Latest Headlines" from bottom of Main News Page
- Reviewed mobile theme's template
- Upgraded to the latest baseline of our Content Management System

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2017- 06/30/2017

Overall Customer Satisfaction Score

69.97

How would you rate your overall experience today?

64.87

Answer Choices	Responses	Points	Score
▪ Outstanding	698	100	69800
▪ Above Average	1015	75	76125
▪ Average	975	50	48750
▪ Below Average	194	25	4850
▪ Poor	194	0	0
Total	3076		199525

Were you able to complete the purpose of your visit?

59.43

Answer Choices	Responses	Points	Score
▪ Yes	1828	100	182800
▪ No	1248	0	0
Total	3076		182800

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

86.87

Answer Choices	Responses	Points	Score
▪ Yes	2672	100	267200
▪ No	404	0	0
Total	3076		267200

Will you recommend this website to a friend or colleague?

82.02

Answer Choices	Responses	Points	Score
▪ Yes	2523	100	252300
▪ No	553	0	0
Total	3076		252300

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

63.52

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1795	100	179500
▪ Had technical difficulties (e.g. error messages, broken links)	134	0	0
▪ Links did not take me where I expected	178	0	0
▪ Links / labels are difficult to understand, they are not intuitive	69	0	0
▪ Navigated to general area but couldn't find the specific content needed	507	0	0
▪ Too many links or navigational choices	72	0	0
▪ Would often feel lost, not know where I was	71	0	0
Total	2826		179500

How was your experience using our site search?

54.65

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	811	100	81100
▪ I was not sure what words to use in my search	133	0	0
▪ Results were not helpful	255	0	0
▪ Results were not relevant to my search terms or needs	133	0	0
▪ Results were too similar / redundant	35	0	0
▪ Returned not enough or no results	76	0	0
▪ Returned too many results	41	0	0
Total	1484		81100

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2017- 06/30/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	104	3.38%
▪ Contact information	173	5.62%
▪ Contracting opportunities	25	0.81%
▪ Cybersecurity	193	6.27%
▪ Disaster assistance	69	2.24%
▪ Email, RSS feeds, or subscription services	31	1.01%
▪ Forms or publications	229	7.44%
▪ Human trafficking	140	4.55%
▪ Immigration and citizenship	191	6.21%
▪ Information about DHS (leadership, history, etc.)	154	5.01%
▪ Jobs / career information	349	11.35%
▪ Law enforcement	131	4.26%
▪ News	173	5.62%
▪ Photographs	9	0.29%
▪ Small business resources	24	0.78%
▪ Training	193	6.27%
▪ Travel	864	28.09%
▪ Videos	24	0.78%
Total	3076	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	50	3.73%
▪ Content wasn't easy to understand	115	8.58%
▪ Could not find what I was looking for	718	53.58%
▪ Error on page	60	4.48%
▪ Multimedia / technical problem	32	2.39%
▪ Outdated information	39	2.91%
▪ Other	326	24.33%
Total	1340	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	296	9.62%
▪ Educator	212	6.89%
▪ Federal government employee	220	7.15%
▪ First responder / law enforcement official	173	5.62%
▪ Government contractor	111	3.61%
▪ International visitor	67	2.18%
▪ Job seeker	239	7.77%
▪ Media representative	24	0.78%
▪ Non-profit staff or volunteer	107	3.48%
▪ Seeking citizenship or immigration information	81	2.63%
▪ State, tribal, territorial or local government representative	72	2.34%
▪ Student	322	10.47%
▪ Traveler (domestic or international)	667	21.68%
▪ Other	485	15.77%
Total	3076	100%