

 All Users
100.00% Sessions


Total Visits

3,837,213
% of Total: 100.00% (3,837,213) 


Avg. Visit Duration

00:01:25
Avg for View: 00:01:25 (0.00%) 


Pageviews

6,849,834
% of Total: 100.00% (6,849,834) 


Unique Visitors

2,586,318
% of Total: 100.00% (2,586,318) 


Avg. Pages / Visit

1.79
Avg for View: 1.79 (0.00%) 

Avg. Time on Page

00:01:48
Avg for View: 00:01:48 (0.00%) 

Bounce Rate

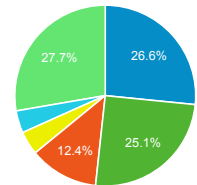
64.58%
Avg for View: 64.58% (0.00%) 

Top Pages

Page Title	Pageviews	Bounce Rate
Myth vs. Fact: DHS Zero-Tolerance Policy Homeland Security	691,471	90.04%
REAL ID Homeland Security	296,245	45.25%
We Must Secure The Border And Build The Wall To Make America Safe Again Homeland Security	148,253	87.95%
Real ID Public FAQs Homeland Security	132,780	64.73%
Trusted Traveler Programs Homeland Security	119,700	43.28%
Learn What I Can Bring on the Plane Homeland Security	92,400	66.79%
Immigration Data & Statistics Homeland Security	60,743	28.21%
Comparison Chart Homeland Security	60,678	41.93%
Search Job Postings Homeland Security	60,434	25.79%
Identify a Victim Homeland Security	48,832	63.03%

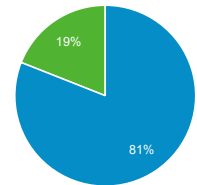
Visits by Source

■ google
 ■ (direct)
 ■ m.facebook.com
 ■ facebook.com
 ■ t.co
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor




Visits by Social Network

Social Network	Sessions
Facebook	410,083
Twitter	104,645
LinkedIn	4,532
reddit	4,288
Blogger	2,019
YouTube	632
Quora	237
Instagram	212
BuzzFeed	174
Tumblr	137

All Users
100.00% Sessions


Visits to DHS.gov

3,837,213
% of Total: 100.00% (3,837,213)



Total Internal Searches

87,932
% of Total: 100.00% (87,932)



Total External Searches (Google)

842,091
% of Total: 21.95% (3,837,213)

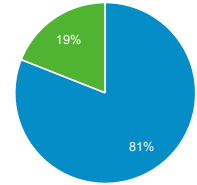


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id compliant states	729	0
careers	673	0
esta	598	9
real id	477	0
active shooter	402	28
esta status	374	28
check my case status	327	0
jobs available now	327	0
forms	309	19
tsa precheck	309	9

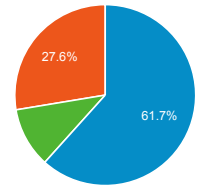
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	80,395
Learn What I Can Bring on the Plane Homeland Security	71,224
REAL ID Homeland Security	33,620
Myth vs. Fact: DHS Zero-Tolerance Policy Homeland Security	24,178
Current Status of States/Territories Homeland Security	23,841
Immigration Data & Statistics Homeland Security	23,271
Check Wait Times Homeland Security	18,362
Real ID Public FAQs Homeland Security	17,530
Search Job Postings Homeland Security	12,659
Blue Campaign Homeland Security	11,771

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2018 –06/30/2018

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: Over the 3 past quarters, 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: Over the 3 past quarters, 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:

- We made improvements to the Search bar and function
- We made baseline updates
- We updated our mobile responsive swiping on image features

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2018- 06/30/2018

Overall Customer Satisfaction Score

67.85

How would you rate your overall experience today?

63.58

Answer Choices	Responses	Points	Score
▪ Outstanding	148	100	14800
▪ Above Average	204	75	15300
▪ Average	210	50	10500
▪ Below Average	57	25	1425
▪ Poor	42	0	0
Total	661		42025

Were you able to complete the purpose of your visit?

57.94

Answer Choices	Responses	Points	Score
▪ Yes	383	100	38300
▪ No	278	0	0
Total	661		38300

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

85.48

Answer Choices	Responses	Points	Score
▪ Yes	565	100	56500
▪ No	96	0	0
Total	661		56500

Will you recommend this website to a friend or colleague?

79.58

Answer Choices	Responses	Points	Score
▪ Yes	526	100	52600
▪ No	135	0	0
Total	661		52600

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

58.77

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	355	100	35500
▪ Had technical difficulties (e.g. error messages, broken links)	36	0	0
▪ Links did not take me where I expected	56	0	0
▪ Links / labels are difficult to understand, they are not intuitive	23	0	0
▪ Navigated to general area but couldn't find the specific content needed	104	0	0
▪ Too many links or navigational choices	17	0	0
▪ Would often feel lost, not know where I was	13	0	0
Total	604		35500

How was your experience using our site search?

53.48

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	169	100	16900
▪ I was not sure what words to use in my search	29	0	0
▪ Results were not helpful	55	0	0
▪ Results were not relevant to my search terms or needs	33	0	0
▪ Results were too similar / redundant	10	0	0
▪ Returned not enough or no results	14	0	0
▪ Returned too many results	6	0	0
Total	316		16900

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2018- 06/30/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	27	4.08%
▪ Contact information	48	7.26%
▪ Contracting opportunities	6	0.91%
▪ Cybersecurity	42	6.35%
▪ Disaster assistance	19	2.87%
▪ Email, RSS feeds, or subscription services	4	0.61%
▪ Forms or publications	59	8.93%
▪ Human trafficking	39	5.90%
▪ Immigration and citizenship	37	5.60%
▪ Information about DHS (leadership, history, etc.)	26	3.93%
▪ Jobs / career information	65	9.83%
▪ Law enforcement	29	4.39%
▪ News	15	2.27%
▪ Photographs	0	0.00%
▪ Small business resources	7	1.06%
▪ Training	59	8.93%
▪ Travel	171	25.87%
▪ Videos	8	1.21%
Total	661	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	16	5.35%
▪ Content wasn't easy to understand	29	9.70%
▪ Could not find what I was looking for	158	52.84%
▪ Error on page	10	3.34%
▪ Multimedia / technical problem	10	3.34%
▪ Outdated information	9	3.01%
▪ Other	67	22.41%
Total	299	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	60	9.08%
▪ Educator	57	8.62%
▪ Federal government employee	55	8.32%
▪ First responder / law enforcement official	47	7.11%
▪ Government contractor	20	3.03%
▪ International visitor	13	1.97%
▪ Job seeker	39	5.90%
▪ Media representative	4	0.61%
▪ Non-profit staff or volunteer	22	3.33%
▪ Seeking citizenship or immigration information	15	2.27%
▪ State, tribal, territorial or local government representative	26	3.93%
▪ Student	57	8.62%
▪ Traveler (domestic or international)	158	23.90%
▪ Other	88	13.31%
Total	661	100%