


DHS.gov Search Web Performance Metrics

Jul 1, 2016 - Jul 31, 2016

 All Users
100.00% Sessions

Visits to DHS.gov

3,569,154

% of Total: 100.00% (3,569,154)



Total Internal Searches

88,989

% of Total: 100.00% (88,989)



Total External Searches (Google)

570,398

% of Total: 15.98% (3,569,154)



Top Internal Searches by Search Term

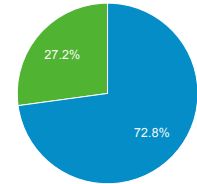
Search Term	Total Unique Searches
single father	1,160
careers	810
esta	620
jobs	607
case status	599
forms	563
global entry application	487
global entry	398
active shooter	356
Jobs	310

Top External Searches (Google - as reported)

Keyword	Sessions
us passport application	928
us passport	835
(not set)	808
homeland security jobs	726
uscis case status	614
passport	492
passport application	355
redress number	212
active shooter training	206
cyber security	182

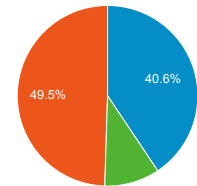
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



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All Users
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Total Visits

3,569,154

% of Total: 100.00% (3,569,154)



Avg. Visit Duration

00:01:31

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



Pageviews

6,200,322

% of Total: 100.00% (6,200,322)



Unique Visitors

1,656,821

% of Total: 100.00% (1,656,821)



Avg. Pages / Visit

1.74

Avg for View: 1.74 (0.00%)



Avg. Time on Page

00:02:04

Avg for View: 00:02:04 (0.00%)



Bounce Rate

70.16%

Avg for View: 70.16% (0.00%)

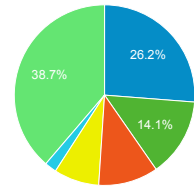


Top Pages

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	3,729,899	82.00%
Homeland Security	225,746	2.71%
Check Immigration Case Status Homeland Security	62,909	44.83%
What is Suspicious Activity? Homeland Security	62,423	83.45%
Trusted Traveler Programs Homeland Security	56,371	18.20%
Search Job Postings Homeland Security	49,496	18.17%
Homeland Security Careers Homeland Security	41,918	20.59%
How Do I? Homeland Security	40,386	31.07%
DHS Cyber and Tech Job Fair Homeland Security	37,579	58.98%
REAL ID Enforcement in Brief Homeland Security	36,476	53.96%

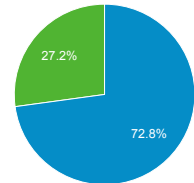
Visits by Source

■ uscg.mil
 ■ google
 ■ (direct)
 ■ cg.portal.uscg.mil
 ■ wow.uscgauz.info
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	13,877
Blogger	8,626
Twitter	4,683
LinkedIn	1,754
reddit	729
YouTube	566
Stack Exchange	360
Weebly	323
Google+	160
TypePad	106

DHS.gov Customer Satisfaction Survey

Time Period: 7/1/2016 – 7/31/2016

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

DHS.gov Customer Satisfaction Survey

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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

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Top Landing Pages and Search Queries – July 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	2,363,349	24.01%	567,441	82.16%	1.50
/index.shtm	162,555	78.72%	127,958	2.74%	3.76
/see-something-say-something/what-suspicious-activity	49,796	83.12%	41,390	83.57%	1.30
/how-do-i/check-immigration-case-status	40,183	62.27%	25,022	44.98%	1.84
/trusted-traveler-programs	36,365	83.82%	30,480	17.03%	1.65
/ntas	29,404	17.75%	5,219	69.37%	1.56
/e-passports	26,916	88.78%	23,895	80.21%	1.36
/cyberfair	25,152	68.45%	17,217	59.69%	1.62
/real-id-enforcement-brief	23,971	89.56%	21,469	53.96%	2.11
/blue-campaign/identify-victim	23,542	88.59%	20,857	81.61%	1.42
Totals and Averages	2,781,233	68.51%	880,948	57.53%	1.81

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 application
careers	us passport
esta	(not set)
jobs	homeland security jobs
case status	uscis case status
forms	passport
global entry application	passport application
global entry	redress number
active shooter	active shooter training
jobs	cyber security

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 7/1/2016 - 7/31/2016

Overall Customer Satisfaction Score **70.42**

How would you rate your overall experience today? **66.40**

Answer Choices	Responses	Points	Score
▪ Outstanding	441	100	44100
▪ Above Average	566	75	42450
▪ Average	503	50	25150
▪ Below Average	98	25	2450
▪ Poor	111	0	0
Total	1719		114150

Were you able to complete the purpose of your visit? **59.63**

Answer Choices	Responses	Points	Score
▪ Yes	1025	100	102500
▪ No	694	0	0
Total	1719		102500

Would you still return to this website if you could get this information or service from another source? **87.67**

Answer Choices	Responses	Points	Score
▪ Yes	1507	100	150700
▪ No	212	0	0
Total	1719		150700

Will you recommend this website to a friend or colleague? **83.83**

Answer Choices	Responses	Points	Score
▪ Yes	1441	100	144100
▪ No	278	0	0
Total	1719		144100

Please describe your experience finding your way around (navigating) DHS.gov today. **61.83**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	985	100	98500
▪ Had technical difficulties (e.g. error messages, broken links)	58	0	0
▪ Links did not take me where I expected	136	0	0
▪ Links / labels are difficult to understand, they are not intuitive	58	0	0
▪ Navigated to general area but couldn't find the specific content needed	270	0	0
▪ Too many links or navigational choices	41	0	0
▪ Would often feel lost, not know where I was	45	0	0
Total	1593		98500

How was your experience using our site search? **54.96**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	482	100	48200
▪ I was not sure what words to use in my search	84	0	0
▪ Results were not helpful	154	0	0
▪ Results were not relevant to my search terms or needs	83	0	0
▪ Results were too similar / redundant	22	0	0
▪ Returned not enough or no results	39	0	0
▪ Returned too many results	13	0	0
Total	877		48200

DHS.gov Customer Satisfaction Survey

Time Period: 7/1/2016 - 7/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	48	2.79%
▪ Contact information	126	7.33%
▪ Contracting opportunities	37	2.15%
▪ Cybersecurity	156	9.08%
▪ Disaster assistance	52	3.03%
▪ Email, RSS feeds, or subscription services	19	1.11%
▪ Forms or publications	118	6.86%
▪ Human trafficking	56	3.26%
▪ Immigration and citizenship	135	7.85%
▪ Information about DHS (leadership, history, etc.)	74	4.30%
▪ Jobs / career information	338	19.66%
▪ Law enforcement	74	4.30%
▪ News	62	3.61%
▪ Photographs	2	0.12%
▪ Small business resources	16	0.93%
▪ Training	149	8.67%
▪ Travel	240	13.96%
▪ Videos	17	0.99%
Total	1719	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	22	2.89%
▪ Content wasn't easy to understand	57	7.48%
▪ Could not find what I was looking for	438	57.48%
▪ Error on page	29	3.81%
▪ Multimedia / technical problem	16	2.10%
▪ Outdated information	28	3.67%
▪ Other	172	22.57%
Total	762	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	167	9.71%
▪ Educator	117	6.81%
▪ Federal government employee	127	7.39%
▪ First responder / law enforcement official	98	5.70%
▪ Government contractor	68	3.96%
▪ International visitor	41	2.39%
▪ Job seeker	236	13.73%
▪ Media representative	15	0.87%
▪ Non-profit staff or volunteer	78	4.54%
▪ Seeking citizenship or immigration information	65	3.78%
▪ State, tribal, territorial or local government representative	61	3.55%
▪ Student	168	9.77%
▪ Traveler (domestic or international)	197	11.46%
▪ Other	281	16.35%
Total	1719	100%