

 All Users  
100.00% Sessions

Total Visits

**3,701,813**  
% of Total: 100.00% (3,701,813) 

Avg. Visit Duration

**00:01:29**  
Avg for View: 00:01:29 (0.00%) 

Pageviews

**6,785,103**  
% of Total: 100.00% (6,785,103) 

Unique Visitors

**2,216,342**  
% of Total: 100.00% (2,216,342) 

Avg. Pages / Visit

**1.83**  
Avg for View: 1.83 (0.00%) 

Avg. Time on Page

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

Bounce Rate

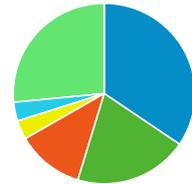
**63.41%**  
Avg for View: 63.41% (0.00%) 

Top Pages

Page Title	Pageviews	Bounce Rate
Blue Campaign   Homeland Security	317,004	84.49%
REAL ID   Homeland Security	197,917	30.93%
Learn What I Can Bring on the Plane   Homeland Security	104,480	64.02%
Sex Trafficking Awareness Videos   Homeland Security	90,721	78.00%
Real ID Public FAQs   Homeland Security	81,463	55.16%
Trusted Traveler Programs   Homeland Security	72,980	34.11%
Search Job Postings   Homeland Security	71,877	17.12%
Fact Sheet: Aviation Enhanced Security Measures for All Commercial Flights to the United States   Homeland Security	67,704	84.46%
Homeland Security Careers   Homeland Security	56,204	16.31%
Comparison Chart   Homeland Security	53,243	46.29%

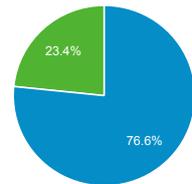
Visits by Source

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



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	39,828
Twitter	6,596
TripAdvisor	5,078
Blogger	3,936
LinkedIn	1,758
reddit	650
Weebly	329
Quora	274
YouTube	141
Google+	137

 All Users  
100.00% Sessions

Visits to DHS.gov

**3,701,813**  
% of Total: 100.00% (3,701,813) 

Total Internal Searches

**100,842**  
% of Total: 100.00% (100,842) 

Total External Searches (Google)

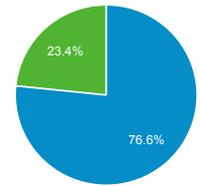
**839,955**  
% of Total: 22.69% (3,701,813) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	857	9
laptop ban	811	18
esta	702	9
case status	611	36
global entry application	519	27
forms	456	55
active shooter	446	36
global entry	437	0
jobs opportunities	401	9
check my case status	364	9

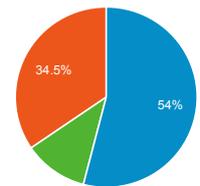
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign   Homeland Security	231,058
Learn What I Can Bring on the Plane   Homeland Security	80,588
Homeland Security   Home	69,326
Sex Trafficking Awareness Videos   Homeland Security	55,776
Identify a Victim   Homeland Security	21,104
Get a Green Card   Homeland Security	20,612
Cross U.S. Borders   Homeland Security	16,894
Real ID Public FAQs   Homeland Security	16,858
Comparison Chart   Homeland Security	13,577
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement   Homeland Security	10,461

## DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2017 –07/31/2017

### 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: 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:

- Changed Blog Aggregate Page
- Upgraded our Content Management System to latest version

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2017- 07/31/2017

**Overall Customer Satisfaction Score** **68.70**

**How would you rate your overall experience today?** **63.93**

Answer Choices	Responses	Points	Score
▪ Outstanding	497	100	49700
▪ Above Average	720	75	54000
▪ Average	723	50	36150
▪ Below Average	170	25	4250
▪ Poor	144	0	0
<b>Total</b>	<b>2254</b>		<b>144100</b>

**Were you able to complete the purpose of your visit?** **58.30**

Answer Choices	Responses	Points	Score
▪ Yes	1314	100	131400
▪ No	940	0	0
<b>Total</b>	<b>2254</b>		<b>131400</b>

**Would you still return to this website if you could get this information or service from another source?** **85.49**

Answer Choices	Responses	Points	Score
▪ Yes	1927	100	192700
▪ No	327	0	0
<b>Total</b>	<b>2254</b>		<b>192700</b>

**Will you recommend this website to a friend or colleague?** **79.90**

Answer Choices	Responses	Points	Score
▪ Yes	1801	100	180100
▪ No	453	0	0
<b>Total</b>	<b>2254</b>		<b>180100</b>

**Please describe your experience finding your way around (navigating) DHS.gov today.** **62.20**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1290	100	129000
▪ Had technical difficulties (e.g. error messages, broken links)	76	0	0
▪ Links did not take me where I expected	153	0	0
▪ Links / labels are difficult to understand, they are not intuitive	83	0	0
▪ Navigated to general area but couldn't find the specific content needed	341	0	0
▪ Too many links or navigational choices	59	0	0
▪ Would often feel lost, not know where I was	72	0	0
<b>Total</b>	<b>2074</b>		<b>129000</b>

**How was your experience using our site search?** **53.96**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	565	100	56500
▪ I was not sure what words to use in my search	88	0	0
▪ Results were not helpful	176	0	0
▪ Results were not relevant to my search terms or needs	105	0	0
▪ Results were too similar / redundant	28	0	0
▪ Returned not enough or no results	66	0	0
▪ Returned too many results	19	0	0
<b>Total</b>	<b>1047</b>		<b>56500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2017- 07/31/2017

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	86	3.82%
▪ Contact information	128	5.68%
▪ Contracting opportunities	27	1.20%
▪ Cybersecurity	129	5.72%
▪ Disaster assistance	57	2.53%
▪ Email, RSS feeds, or subscription services	22	0.98%
▪ Forms or publications	139	6.17%
▪ Human trafficking	117	5.19%
▪ Immigration and citizenship	151	6.70%
▪ Information about DHS (leadership, history, etc.)	99	4.39%
▪ Jobs / career information	312	13.84%
▪ Law enforcement	82	3.64%
▪ News	106	4.70%
▪ Photographs	7	0.31%
▪ Small business resources	17	0.75%
▪ Training	118	5.24%
▪ Travel	646	28.66%
▪ Videos	11	0.49%
<b>Total</b>	<b>2254</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	31	3.11%
▪ Content wasn't easy to understand	106	10.62%
▪ Could not find what I was looking for	540	54.11%
▪ Error on page	34	3.41%
▪ Multimedia / technical problem	21	2.10%
▪ Outdated information	33	3.31%
▪ Other	233	23.35%
<b>Total</b>	<b>998</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	207	9.18%
▪ Educator	160	7.10%
▪ Federal government employee	141	6.26%
▪ First responder / law enforcement official	113	5.01%
▪ Government contractor	87	3.86%
▪ International visitor	60	2.66%
▪ Job seeker	208	9.23%
▪ Media representative	14	0.62%
▪ Non-profit staff or volunteer	83	3.68%
▪ Seeking citizenship or immigration information	62	2.75%
▪ State, tribal, territorial or local government representative	42	1.86%
▪ Student	234	10.38%
▪ Traveler (domestic or international)	483	21.43%
▪ Other	360	15.97%
<b>Total</b>	<b>2254</b>	<b>100%</b>