

**All Users**  
100.00% Sessions

Total Visits

**3,322,570**

% of Total: 100.00% (3,322,570)



Avg. Visit Duration

**00:01:35**

Avg for View: 00:01:35 (0.00%)



Pageviews

**6,120,486**

% of Total: 100.00% (6,120,486)



Unique Visitors

**2,074,282**

% of Total: 100.00% (2,074,282)



Avg. Pages / Visit

**1.84**

Avg for View: 1.84 (0.00%)



Avg. Time on Page

**00:01:52**

Avg for View: 00:01:52 (0.00%)



Bounce Rate

**61.06%**

Avg for View: 61.06% (0.00%)



Top Pages

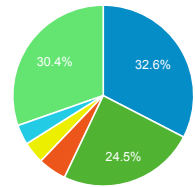
Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	321,517	43.50%
Trusted Traveler Programs   Homeland Security	191,000	40.99%
Real ID Public FAQs   Homeland Security	159,102	68.95%
What is Suspicious Activity?   Homeland Security	133,910	89.51%
Learn What I Can Bring on the Plane   Homeland Security	98,138	68.62%
Identify a Victim   Homeland Security	94,416	59.95%
Search Job Postings   Homeland Security	58,743	23.81%
Current Status of States/Territories   Homeland Security	52,054	39.18%
State Compliance   Homeland Security	42,069	53.59%
REAL ID Documentation   Homeland Security	40,701	43.98%

Visits by Social Network

Social Network	Sessions
Facebook	36,645
Twitter	15,740
Instagram	6,567
LinkedIn	1,861
Blogger	1,405
reddit	1,060
YouTube	1,044
Before It's News	501
Quora	290
Dailymotion	276

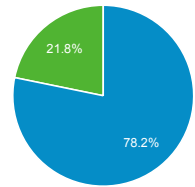
Visits by Source


google (direct) tsa.gov  
facebook.com bing  
Other



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users  
100.00% Sessions

Visits to DHS.gov

**3,322,570**

% of Total: 100.00% (3,322,570)



Total Internal Searches

**73,803**

% of Total: 100.00% (73,803)



Total External Searches (Google)

**783,408**

% of Total: 23.58% (783,408)

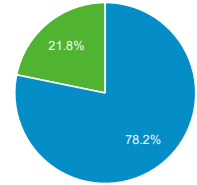


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	684	0
esta	595	0
real id compliant states	542	0
careers	524	0
global entry	400	0
case status	373	0
active shooter	364	0
jobs	346	0
tsa precheck	329	0
Jobs	320	0

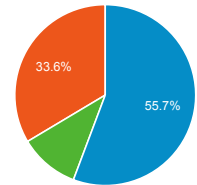
New vs. Returned Visitors

■ 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   Homeland Security	76,420
Homeland Security   Home	67,332
REAL ID   Homeland Security	41,270
Current Status of States/Territories   Homeland Security	28,914
Real ID Public FAQs   Homeland Security	21,861
Check Wait Times   Homeland Security	18,823
Sex Trafficking Awareness Videos   Homeland Security	12,916
Search Job Postings   Homeland Security	12,152
Blue Campaign   Homeland Security	11,645
Immigration Data & Statistics   Homeland Security	10,446

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2018 –07/31/2018

## 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 updated our Podcast Series iTunes link
- We fixed the Search bar
- We updated our responsive design tablet breakpoint to accommodate new search bar
- We removed old DHS features

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2018- 07/31/2018

## Overall Customer Satisfaction Score

**68.86**

### How would you rate your overall experience today?

**64.61**

Answer Choices	Responses	Points	Score
▪ Outstanding	548	100	54800
▪ Above Average	682	75	51150
▪ Average	708	50	35400
▪ Below Average	145	25	3625
▪ Poor	161	0	0
<b>Total</b>	<b>2244</b>		<b>144975</b>

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

**59.49**

Answer Choices	Responses	Points	Score
▪ Yes	1335	100	133500
▪ No	909	0	0
<b>Total</b>	<b>2244</b>		<b>133500</b>

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

**84.71**

Answer Choices	Responses	Points	Score
▪ Yes	1901	100	190100
▪ No	343	0	0
<b>Total</b>	<b>2244</b>		<b>190100</b>

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

**79.77**

Answer Choices	Responses	Points	Score
▪ Yes	1790	100	179000
▪ No	454	0	0
<b>Total</b>	<b>2244</b>		<b>179000</b>

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

**62.46**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1306	100	130600
▪ Had technical difficulties (e.g. error messages, broken links)	91	0	0
▪ Links did not take me where I expected	161	0	0
▪ Links / labels are difficult to understand, they are not intuitive	57	0	0
▪ Navigated to general area but couldn't find the specific content needed	375	0	0
▪ Too many links or navigational choices	47	0	0
▪ Would often feel lost, not know where I was	54	0	0
<b>Total</b>	<b>2091</b>		<b>130600</b>

### How was your experience using our site search?

**54.88**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	630	100	63000
▪ I was not sure what words to use in my search	99	0	0
▪ Results were not helpful	188	0	0
▪ Results were not relevant to my search terms or needs	104	0	0
▪ Results were too similar / redundant	35	0	0
▪ Returned not enough or no results	67	0	0
▪ Returned too many results	25	0	0
<b>Total</b>	<b>1148</b>		<b>63000</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2018- 07/31/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	76	3.39%
▪ Contact information	149	6.64%
▪ Contracting opportunities	22	0.98%
▪ Cybersecurity	165	7.35%
▪ Disaster assistance	62	2.76%
▪ Email, RSS feeds, or subscription services	17	0.76%
▪ Forms or publications	188	8.38%
▪ Human trafficking	128	5.70%
▪ Immigration and citizenship	134	5.97%
▪ Information about DHS (leadership, history, etc.)	94	4.19%
▪ Jobs / career information	230	10.25%
▪ Law enforcement	89	3.97%
▪ News	85	3.79%
▪ Photographs	5	0.22%
▪ Small business resources	27	1.20%
▪ Training	162	7.22%
▪ Travel	589	26.25%
▪ Videos	22	0.98%
<b>Total</b>	<b>2244</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	48	4.94%
▪ Content wasn't easy to understand	81	8.34%
▪ Could not find what I was looking for	552	56.85%
▪ Error on page	22	2.27%
▪ Multimedia / technical problem	18	1.85%
▪ Outdated information	39	4.02%
▪ Other	211	21.73%
<b>Total</b>	<b>971</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	222	9.89%
▪ Educator	172	7.66%
▪ Federal government employee	149	6.64%
▪ First responder / law enforcement official	118	5.26%
▪ Government contractor	80	3.57%
▪ International visitor	35	1.56%
▪ Job seeker	159	7.09%
▪ Media representative	9	0.40%
▪ Non-profit staff or volunteer	75	3.34%
▪ Seeking citizenship or immigration information	43	1.92%
▪ State, tribal, territorial or local government representative	49	2.18%
▪ Student	211	9.40%
▪ Traveler (domestic or international)	466	20.77%
▪ Other	456	20.32%
<b>Total</b>	<b>2244</b>	<b>100%</b>