

All Users
100.00% Sessions

Total Visits

3,922,057

% of Total: 100.00% (3,922,057)



Avg. Visit Duration

00:01:26

Avg for View: 00:01:26 (0.00%)



Pageviews

7,063,770

% of Total: 100.00% (7,063,770)



Unique Visitors

2,341,719

% of Total: 100.00% (2,341,719)



Avg. Pages / Visit

1.80

Avg for View: 1.80 (0.00%)



Avg. Time on Page

00:01:46

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



Bounce Rate

64.69%

Avg for View: 64.69% (0.00%)



Top Pages

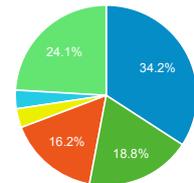
Page Title	Pageviews	Bounce Rate
Blue Campaign Homeland Security	474,843	84.06%
REAL ID Homeland Security	193,425	35.24%
Sex Trafficking Awareness Videos Homeland Security	97,212	80.29%
Learn What I Can Bring on the Plane Homeland Security	90,390	64.32%
Real ID Public FAQs Homeland Security	85,165	51.90%
Search Job Postings Homeland Security	71,491	19.85%
Homeland Security Careers Homeland Security	66,346	19.48%
Trusted Traveler Programs Homeland Security	60,273	33.17%
Comparison Chart Homeland Security	48,107	47.89%
What is Suspicious Activity? Homeland Security	48,047	92.53%

Visits by Social Network

Social Network	Sessions
Facebook	28,336
Twitter	9,508
Blogger	5,099
LinkedIn	1,985
Weebly	1,643
reddit	1,620
TripAdvisor	519
Quora	326
YouTube	211
TypePad	87

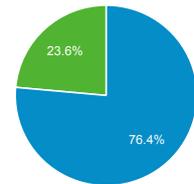
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users
100.00% Sessions

Visits to DHS.gov

3,922,057

% of Total: 100.00% (3,922,057)



Total Internal Searches

106,427

% of Total: 100.00% (106,427)



Total External Searches (Google)

880,372

% of Total: 22.45% (3,922,057)

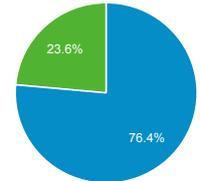


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
antifa	1,468	20
antifa terrorist	1,169	60
Antifa	979	10
esta	839	90
careers	679	20
esta application	489	30
case status	400	20
active shooter	390	30
check my case status	380	10
esta status	360	30

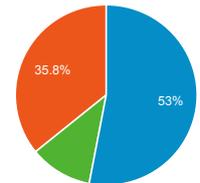
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign Homeland Security	332,241
Learn What I Can Bring on the Plane Homeland Security	71,750
Homeland Security Home	70,821
Sex Trafficking Awareness Videos Homeland Security	59,754
Identify a Victim Homeland Security	25,432
Get a Green Card Homeland Security	21,206
Real ID Public FAQs Homeland Security	17,481
Homeland Security Careers Homeland Security	13,445
Cross U.S. Borders Homeland Security	12,726
Search Job Postings Homeland Security	11,667

DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2017 –08/31/2017

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 the view of Blogs and Press Releases Thumbnails on the Homepage News Feed
- We've changed the main Seal on the website header to make it properly accessible
- Changed the 250 pixel thumbnails to 200 pixels for the tablet view of the blog page

DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2017- 08/31/2017

Overall Customer Satisfaction Score **68.80**

How would you rate your overall experience today? **64.01**

Answer Choices	Responses	Points	Score
▪ Outstanding	442	100	44200
▪ Above Average	574	75	43050
▪ Average	610	50	30500
▪ Below Average	137	25	3425
▪ Poor	130	0	0
Total	1893		121175

Were you able to complete the purpose of your visit? **57.58**

Answer Choices	Responses	Points	Score
▪ Yes	1090	100	109000
▪ No	803	0	0
Total	1893		109000

Would you still return to this website if you could get this information or service from another source? **85.00**

Answer Choices	Responses	Points	Score
▪ Yes	1609	100	160900
▪ No	284	0	0
Total	1893		160900

Will you recommend this website to a friend or colleague? **79.87**

Answer Choices	Responses	Points	Score
▪ Yes	1512	100	151200
▪ No	381	0	0
Total	1893		151200

Please describe your experience finding your way around (navigating) DHS.gov today. **65.03**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1138	100	113800
▪ Had technical difficulties (e.g. error messages, broken links)	48	0	0
▪ Links did not take me where I expected	111	0	0
▪ Links / labels are difficult to understand, they are not intuitive	44	0	0
▪ Navigated to general area but couldn't find the specific content needed	316	0	0
▪ Too many links or navigational choices	46	0	0
▪ Would often feel lost, not know where I was	47	0	0
Total	1750		113800

How was your experience using our site search? **52.20**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	462	100	46200
▪ I was not sure what words to use in my search	65	0	0
▪ Results were not helpful	156	0	0
▪ Results were not relevant to my search terms or needs	92	0	0
▪ Results were too similar / redundant	24	0	0
▪ Returned not enough or no results	68	0	0
▪ Returned too many results	18	0	0
Total	885		46200

DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2017- 08/31/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	63	3.33%
▪ Contact information	97	5.12%
▪ Contracting opportunities	33	1.74%
▪ Cybersecurity	127	6.71%
▪ Disaster assistance	72	3.80%
▪ Email, RSS feeds, or subscription services	21	1.11%
▪ Forms or publications	126	6.66%
▪ Human trafficking	100	5.28%
▪ Immigration and citizenship	120	6.34%
▪ Information about DHS (leadership, history, etc.)	102	5.39%
▪ Jobs / career information	267	14.10%
▪ Law enforcement	65	3.43%
▪ News	83	4.38%
▪ Photographs	2	0.11%
▪ Small business resources	18	0.95%
▪ Training	142	7.50%
▪ Travel	439	23.19%
▪ Videos	16	0.85%
Total	1893	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	23	2.65%
▪ Content wasn't easy to understand	92	10.60%
▪ Could not find what I was looking for	490	56.45%
▪ Error on page	20	2.30%
▪ Multimedia / technical problem	13	1.50%
▪ Outdated information	35	4.03%
▪ Other	195	22.47%
Total	868	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	187	9.88%
▪ Educator	137	7.24%
▪ Federal government employee	134	7.08%
▪ First responder / law enforcement official	93	4.91%
▪ Government contractor	80	4.23%
▪ International visitor	43	2.27%
▪ Job seeker	183	9.67%
▪ Media representative	11	0.58%
▪ Non-profit staff or volunteer	68	3.59%
▪ Seeking citizenship or immigration information	47	2.48%
▪ State, tribal, territorial or local government representative	43	2.27%
▪ Student	204	10.78%
▪ Traveler (domestic or international)	367	19.39%
▪ Other	296	15.64%
Total	1893	100%