

 All Users  
100.00% Sessions

Total Visits

**3,502,907**

% of Total: 100.00% (3,502,907)



Avg. Visit Duration

**00:01:38**

Avg for View: 00:01:38 (0.00%)



Pageviews

**6,447,695**

% of Total: 100.00% (6,447,695)



Unique Visitors

**2,177,966**

% of Total: 100.00% (2,177,966)



Avg. Pages / Visit

**1.84**

Avg for View: 1.84 (0.00%)



Avg. Time on Page

**00:01:55**

Avg for View: 00:01:55 (0.00%)



Bounce Rate

**60.67%**

Avg for View: 60.67% (0.00%)



Top Pages

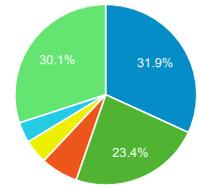
Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	350,406	40.94%
Trusted Traveler Programs   Homeland Security	244,789	41.85%
What is Suspicious Activity?   Homeland Security	166,482	88.32%
Real ID Public FAQs   Homeland Security	165,110	66.06%
Identify a Victim   Homeland Security	104,471	63.85%
Learn What I Can Bring on the Plane   Homeland Security	90,105	68.64%
Search Job Postings   Homeland Security	55,318	22.92%
State Compliance   Homeland Security	51,388	51.87%
REAL ID Documentation   Homeland Security	44,695	50.25%
State Extensions   Homeland Security	39,011	64.06%

Visits by Social Network

Social Network	Sessions
Facebook	21,316
Twitter	11,529
Instagram	2,905
reddit	1,814
LinkedIn	1,337
Blogger	1,217
YouTube	582
Quora	303
Dailymotion	265
Before It's News	95

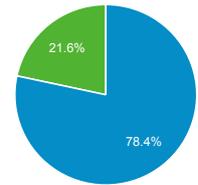
Visits by Source

■ 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

**3,502,907**

% of Total: 100.00% (3,502,907)



Total Internal Searches

**78,020**

% of Total: 100.00% (78,020)



Total External Searches (Google)

**807,697**

% of Total: 23.06% (3,502,907)

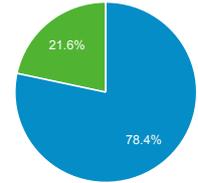


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	804	0
careers	764	0
esta	657	0
global entry	578	0
real id compliant states	421	0
esta application	382	0
jobs	372	0
forms	314	0
esta status	304	0
Jobs	294	0

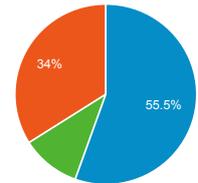
New vs. Returned Visitors

 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	71,281
Homeland Security   Home	68,184
REAL ID   Homeland Security	39,207
Real ID Public FAQs   Homeland Security	26,782
Current Status of States/Territories   Homeland Security	18,883
Sex Trafficking Awareness Videos   Homeland Security	18,697
Check Wait Times   Homeland Security	17,414
Sex Trafficking Awareness Videos   Homeland Security - Preview	16,267
Blue Campaign   Homeland Security	12,190
Search Job Postings   Homeland Security	11,838

## DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2018 –08/31/2018

### 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 added How Do I? block to our homepage
- We configured our backend modules to support our new search system

# DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2018- 08/31/2018

## Overall Customer Satisfaction Score

**68.97**

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

**64.32**

Answer Choices	Responses	Points	Score
▪ Outstanding	630	100	63000
▪ Above Average	839	75	62925
▪ Average	836	50	41800
▪ Below Average	202	25	5050
▪ Poor	179	0	0
<b>Total</b>	<b>2686</b>		<b>172775</b>

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

**59.31**

Answer Choices	Responses	Points	Score
▪ Yes	1593	100	159300
▪ No	1093	0	0
<b>Total</b>	<b>2686</b>		<b>159300</b>

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

**84.70**

Answer Choices	Responses	Points	Score
▪ Yes	2275	100	227500
▪ No	411	0	0
<b>Total</b>	<b>2686</b>		<b>227500</b>

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

**80.04**

Answer Choices	Responses	Points	Score
▪ Yes	2150	100	215000
▪ No	536	0	0
<b>Total</b>	<b>2686</b>		<b>215000</b>

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

**63.17**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1578	100	157800
▪ Had technical difficulties (e.g. error messages, broken links)	78	0	0
▪ Links did not take me where I expected	179	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	412	0	0
▪ Too many links or navigational choices	67	0	0
▪ Would often feel lost, not know where I was	101	0	0
<b>Total</b>	<b>2498</b>		<b>157800</b>

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

**54.85**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	741	100	74100
▪ I was not sure what words to use in my search	94	0	0
▪ Results were not helpful	233	0	0
▪ Results were not relevant to my search terms or needs	141	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	71	0	0
▪ Returned too many results	30	0	0
<b>Total</b>	<b>1351</b>		<b>74100</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2018- 08/31/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	74	2.76%
▪ Contact information	149	5.55%
▪ Contracting opportunities	19	0.71%
▪ Cybersecurity	184	6.85%
▪ Disaster assistance	69	2.57%
▪ Email, RSS feeds, or subscription services	16	0.60%
▪ Forms or publications	216	8.04%
▪ Human trafficking	122	4.54%
▪ Immigration and citizenship	150	5.58%
▪ Information about DHS (leadership, history, etc.)	137	5.10%
▪ Jobs / career information	282	10.50%
▪ Law enforcement	109	4.06%
▪ News	92	3.43%
▪ Photographs	4	0.15%
▪ Small business resources	24	0.89%
▪ Training	252	9.38%
▪ Travel	753	28.03%
▪ Videos	34	1.27%
<b>Total</b>	<b>2686</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	37	3.17%
▪ Content wasn't easy to understand	117	10.01%
▪ Could not find what I was looking for	633	54.15%
▪ Error on page	34	2.91%
▪ Multimedia / technical problem	31	2.65%
▪ Outdated information	57	4.88%
▪ Other	260	22.24%
<b>Total</b>	<b>1169</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	251	9.34%
▪ Educator	188	7.00%
▪ Federal government employee	148	5.51%
▪ First responder / law enforcement official	149	5.55%
▪ Government contractor	93	3.46%
▪ International visitor	52	1.94%
▪ Job seeker	196	7.30%
▪ Media representative	19	0.71%
▪ Non-profit staff or volunteer	92	3.43%
▪ Seeking citizenship or immigration information	66	2.46%
▪ State, tribal, territorial or local government representative	72	2.68%
▪ Student	253	9.42%
▪ Traveler (domestic or international)	620	23.08%
▪ Other	487	18.13%
<b>Total</b>	<b>2686</b>	<b>100%</b>