

DHS.gov Web Performance Metrics

Sep 1, 2016 - Sep 30, 2016

All Users
100.00% Sessions

Total Visits

3,404,098

% of Total: 100.00% (3,404,098)



Avg. Visit Duration

00:01:34

Avg for View: 00:01:34 (0.00%)



Pageviews

5,924,025

% of Total: 100.00% (5,924,025)



Unique Visitors

1,591,368

% of Total: 100.00% (1,591,368)



Avg. Pages / Visit

1.74

Avg for View: 1.74 (0.00%)



Avg. Time on Page

00:02:07

Avg for View: 00:02:07 (0.00%)



Bounce Rate

69.60%

Avg for View: 69.60% (0.00%)



Top Pages

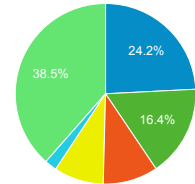
Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	3,359,366	81.94%
Homeland Security	243,914	3.38%
What is Suspicious Activity? Homeland Security	55,433	84.91%
Search Job Postings Homeland Security	49,672	18.64%
Identify a Victim Homeland Security	46,245	81.00%
Check Immigration Case Status Homeland Security	44,006	44.73%
REAL ID Enforcement in Brief Homeland Security	39,817	52.76%
Homeland Security Careers Homeland Security	39,546	27.84%
How Do I? Homeland Security	39,490	37.08%
Topics Homeland Security	33,492	46.50%

Visits by Social Network

Social Network	Sessions
Facebook	14,159
Blogger	7,668
Twitter	2,146
Weebly	1,402
LinkedIn	563
Stack Exchange	330
reddit	109
YouTube	80
WordPress	67
Disqus	48

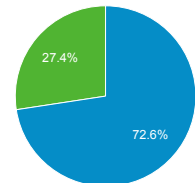
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



DHS.gov Search Web Performance Metrics

Sep 1, 2016 - Sep 30, 2016

 All Users
100.00% Sessions

Visits to DHS.gov

3,404,098

% of Total: 100.00% (3,404,098)



Total Internal Searches

98,694

% of Total: 100.00% (98,694)



Total External Searches (Google)

603,677

% of Total: 17.73% (3,404,098)



Top Internal Searches by Search Term

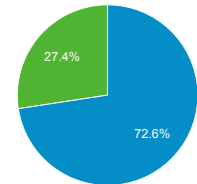
Search Term	Total Unique Searches
careers	931
single father	812
jobs	608
case status	578
forms	511
esta	493
immigration	412
esta application	392
Jobs	325
i94	298

Top External Searches (Google - as reported)

Keyword	Sessions
us passport application	918
(not set)	906
homeland security jobs	554
us passport	496
uscis case status	330
passport	323
cyber security	231
redress number	207
active shooter training	198
esta	173

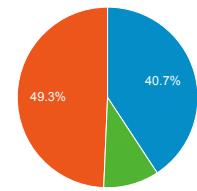
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



DHS.gov Customer Satisfaction Survey

Time Period: 9/1/2016 – 9/30/2016

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

Time Period: 9/1/2016 – 9/30/2016

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

Time Period: 9/1/2016 – 9/30/2016

Top Landing Pages and Search Queries – September 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	2,155,357	24.09%	519,329	82.13%	1.46
/index.shtm	171,904	77.65%	133,476	3.39%	3.45
/see-something-say-something/what-suspicious-activity	45,731	84.37%	38,581	84.99%	1.27
/blue-campaign/identify-victim	39,790	84.13%	33,474	81.07%	1.58
/how-do-i/check-immigration-case-status	28,464	65.87%	18,749	44.88%	1.74
/ntas	24,111	12.58%	3,034	64.86%	1.67
/real-id-enforcement-brief	24,072	87.38%	21,033	52.75%	2.15
/trusted-traveler-programs	20,582	83.54%	17,194	18.77%	1.56
/e-passports	19,619	89.87%	17,632	80.36%	1.37
/trusted-traveler-comparison-chart	18,615	83.98%	15,632	57.96%	1.22
Totals and Averages	2,548,245	69.65%	818,134	57.12%	1.75

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)
careers	us passport application
single father	(not set)
jobs	homeland security jobs
case status	us passport
forms	uscis case status
esta	passport
immigration	cyber video
esta application	redress number
jobs	active shooter training
i94	esta

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 9/1/2016 - 9/30/2016

Overall Customer Satisfaction Score **71.68**

How would you rate your overall experience today? **66.71**

Answer Choices	Responses	Points	Score
▪ Outstanding	386	100	38600
▪ Above Average	548	75	41100
▪ Average	486	50	24300
▪ Below Average	104	25	2600
▪ Poor	74	0	0
Total	1598		106600

Were you able to complete the purpose of your visit? **61.08**

Answer Choices	Responses	Points	Score
▪ Yes	976	100	97600
▪ No	622	0	0
Total	1598		97600

Would you still return to this website if you could get this information or service from another source? **89.61**

Answer Choices	Responses	Points	Score
▪ Yes	1432	100	143200
▪ No	166	0	0
Total	1598		143200

Will you recommend this website to a friend or colleague? **82.54**

Answer Choices	Responses	Points	Score
▪ Yes	1319	100	131900
▪ No	279	0	0
Total	1598		131900

Please describe your experience finding your way around (navigating) DHS.gov today. **65.21**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	969	100	96900
▪ Had technical difficulties (e.g. error messages, broken links)	45	0	0
▪ Links did not take me where I expected	130	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	222	0	0
▪ Too many links or navigational choices	32	0	0
▪ Would often feel lost, not know where I was	31	0	0
Total	1486		96900

How was your experience using our site search? **56.87**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	443	100	44300
▪ I was not sure what words to use in my search	79	0	0
▪ Results were not helpful	120	0	0
▪ Results were not relevant to my search terms or needs	69	0	0
▪ Results were too similar / redundant	17	0	0
▪ Returned not enough or no results	34	0	0
▪ Returned too many results	17	0	0
Total	779		44300

DHS.gov Customer Satisfaction Survey

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Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	46	2.88%
▪ Contact information	108	6.76%
▪ Contracting opportunities	18	1.13%
▪ Cybersecurity	166	10.39%
▪ Disaster assistance	37	2.32%
▪ Email, RSS feeds, or subscription services	17	1.06%
▪ Forms or publications	90	5.63%
▪ Human trafficking	64	4.01%
▪ Immigration and citizenship	118	7.38%
▪ Information about DHS (leadership, history, etc.)	133	8.32%
▪ Jobs / career information	285	17.83%
▪ Law enforcement	70	4.38%
▪ News	68	4.26%
▪ Photographs	3	0.19%
▪ Small business resources	22	1.38%
▪ Training	148	9.26%
▪ Travel	190	11.89%
▪ Videos	15	0.94%
Total	1598	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	14	2.11%
▪ Content wasn't easy to understand	47	7.10%
▪ Could not find what I was looking for	369	55.74%
▪ Error on page	19	2.87%
▪ Multimedia / technical problem	12	1.81%
▪ Outdated information	18	2.72%
▪ Other	183	27.64%
Total	662	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	153	9.57%
▪ Educator	98	6.13%
▪ Federal government employee	107	6.70%
▪ First responder / law enforcement official	98	6.13%
▪ Government contractor	61	3.82%
▪ International visitor	45	2.82%
▪ Job seeker	181	11.33%
▪ Media representative	11	0.69%
▪ Non-profit staff or volunteer	72	4.51%
▪ Seeking citizenship or immigration information	58	3.63%
▪ State, tribal, territorial or local government representative	41	2.57%
▪ Student	273	17.08%
▪ Traveler (domestic or international)	161	10.08%
▪ Other	239	14.96%
Total	1598	100%