

 All Users  
100.00% Sessions

Total Visits

**4,597,916**  
% of Total: 100.00% (4,597,916) 

Avg. Visit Duration

**00:01:23**  
Avg for View: 00:01:23 (0.00%) 

Pageviews

**8,464,552**  
% of Total: 100.00% (8,464,552) 

Unique Visitors

**2,871,528**  
% of Total: 100.00% (2,871,528) 

Avg. Pages / Visit

**1.84**  
Avg for View: 1.84 (0.00%) 

Avg. Time on Page

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

Bounce Rate

**64.56%**  
Avg for View: 64.56% (0.00%) 

Top Pages

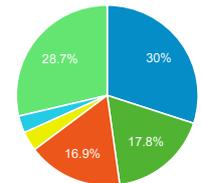
Page Title	Pageviews	Bounce Rate
Blue Campaign   Homeland Security	556,675	85.09%
REAL ID   Homeland Security	474,342	28.80%
Real ID Public FAQs   Homeland Security	139,881	42.40%
Memorandum on Rescission Of DACA   Homeland Security	108,397	86.38%
Frequently Asked Questions: Rescission Of Deferred Action For Childhood Arrivals (DACA)   Homeland Security	102,317	80.32%
Sex Trafficking Awareness Videos   Homeland Security	90,653	78.08%
Learn What I Can Bring on the Plane   Homeland Security	66,034	62.49%
Search Job Postings   Homeland Security	65,041	17.84%
California   Homeland Security	62,701	63.21%
Homeland Security Careers   Homeland Security	59,126	17.95%

Visits by Social Network

Social Network	Sessions
Facebook	73,086
Twitter	16,371
Blogger	4,375
Hacker News	2,060
reddit	1,522
LinkedIn	1,423
Weebly	1,344
YouTube	713
Quora	276
Instagram	218

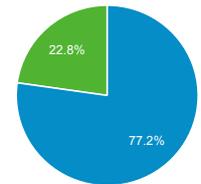
Visits by Source

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



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



 All Users  
100.00% Sessions

Visits to DHS.gov

**4,597,916**  
% of Total: 100.00% (4,597,916) 

Total Internal Searches

**144,758**  
% of Total: 100.00% (144,758) 

Total External Searches (Google)

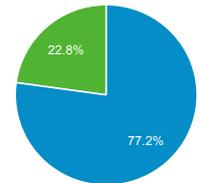
**996,067**  
% of Total: 21.66% (4,597,916) 

Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
drivers license for travel 2018	2,623	44
real id compliant states	1,856	11
real id	1,423	22
antifa terrorist	1,334	44
drivers license for travel	1,267	22
state id for air travel	1,134	11
drivers license for air travel	1,123	56
daca	1,078	22
antifa	978	33
identification for air travel	900	22

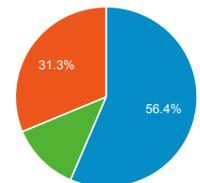
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



Top External Searches (Google - as reported)

Page Title	Sessions
Blue Campaign   Homeland Security	449,759
Homeland Security   Home	85,713
Sex Trafficking Awareness Videos   Homeland Security	53,682
Learn What I Can Bring on the Plane   Homeland Security	49,492
Get a Green Card   Homeland Security	24,007
Real ID Public FAQs   Homeland Security	21,228
REAL ID   Homeland Security	20,528
Identify a Victim   Homeland Security	19,705
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement   Homeland Security	16,205
Homeland Security Careers   Homeland Security	14,271

## DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2017 –09/30/2017

### 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:

- We've added links to blogs on our homepage
- We've updated our archives view
- We've fixed our accessibility issues

# DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2017- 09/30/2017

## Overall Customer Satisfaction Score

**66.31**

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

**62.30**

Answer Choices	Responses	Points	Score
▪ Outstanding	885	100	88500
▪ Above Average	1250	75	93750
▪ Average	1403	50	70150
▪ Below Average	366	25	9150
▪ Poor	294	0	0
<b>Total</b>	<b>4198</b>		<b>261550</b>

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

**57.34**

Answer Choices	Responses	Points	Score
▪ Yes	2407	100	240700
▪ No	1791	0	0
<b>Total</b>	<b>4198</b>		<b>240700</b>

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

**81.30**

Answer Choices	Responses	Points	Score
▪ Yes	3413	100	341300
▪ No	785	0	0
<b>Total</b>	<b>4198</b>		<b>341300</b>

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

**77.30**

Answer Choices	Responses	Points	Score
▪ Yes	3245	100	324500
▪ No	953	0	0
<b>Total</b>	<b>4198</b>		<b>324500</b>

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

**60.52**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2352	100	235200
▪ Had technical difficulties (e.g. error messages, broken links)	105	0	0
▪ Links did not take me where I expected	280	0	0
▪ Links / labels are difficult to understand, they are not intuitive	134	0	0
▪ Navigated to general area but couldn't find the specific content needed	786	0	0
▪ Too many links or navigational choices	114	0	0
▪ Would often feel lost, not know where I was	115	0	0
<b>Total</b>	<b>3886</b>		<b>235200</b>

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

**51.54**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1122	100	112200
▪ I was not sure what words to use in my search	190	0	0
▪ Results were not helpful	426	0	0
▪ Results were not relevant to my search terms or needs	202	0	0
▪ Results were too similar / redundant	82	0	0
▪ Returned not enough or no results	119	0	0
▪ Returned too many results	36	0	0
<b>Total</b>	<b>2177</b>		<b>112200</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2017- 09/30/2017

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	116	2.76%
▪ Contact information	165	3.93%
▪ Contracting opportunities	56	1.33%
▪ Cybersecurity	222	5.29%
▪ Disaster assistance	149	3.55%
▪ Email, RSS feeds, or subscription services	20	0.48%
▪ Forms or publications	243	5.79%
▪ Human trafficking	118	2.81%
▪ Immigration and citizenship	302	7.19%
▪ Information about DHS (leadership, history, etc.)	227	5.41%
▪ Jobs / career information	395	9.41%
▪ Law enforcement	130	3.10%
▪ News	219	5.22%
▪ Photographs	12	0.29%
▪ Small business resources	33	0.79%
▪ Training	181	4.31%
▪ Travel	1594	37.97%
▪ Videos	16	0.38%
<b>Total</b>	<b>4198</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	39	2.07%
▪ Content wasn't easy to understand	220	11.70%
▪ Could not find what I was looking for	1123	59.73%
▪ Error on page	45	2.39%
▪ Multimedia / technical problem	28	1.49%
▪ Outdated information	73	3.88%
▪ Other	352	18.72%
<b>Total</b>	<b>1880</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	416	9.91%
▪ Educator	247	5.88%
▪ Federal government employee	225	5.36%
▪ First responder / law enforcement official	174	4.14%
▪ Government contractor	123	2.93%
▪ International visitor	46	1.10%
▪ Job seeker	272	6.48%
▪ Media representative	20	0.48%
▪ Non-profit staff or volunteer	135	3.22%
▪ Seeking citizenship or immigration information	86	2.05%
▪ State, tribal, territorial or local government representative	72	1.72%
▪ Student	460	10.96%
▪ Traveler (domestic or international)	1136	27.06%
▪ Other	786	18.72%
<b>Total</b>	<b>4198</b>	<b>100%</b>