

# DHS.gov Metrics Report - January 2014

## Total Visits

**1,083,314**

% of Total: 100.00% (1,083,314)



## Unique Visitors

**913,546**

% of Total: 100.00% (913,546)



## Pageviews

**2,570,200**

% of Total: 100.00% (2,570,200)



## Unique Pageviews

**1,966,022**

% of Total: 100.00% (1,966,022)



## Avg. Visit Duration

**00:02:13**

Site Avg: 00:02:13 (0.00%)



## Avg. Time on Page

**00:01:37**

Site Avg: 00:01:37 (0.00%)



## Bounce Rate

**53.59%**

Site Avg: 53.59% (0.00%)



## Top Pageviews

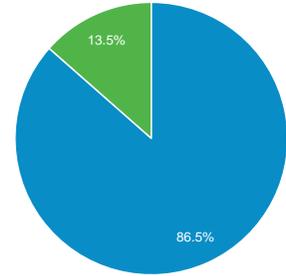
Page Title	Pageviews	Bounce Rate
Homeland Security	353,173	50.03%
Careers   Homeland Security	77,049	10.16%
How Do I?   Homeland Security	74,426	38.85%
Check Immigration Case Status   Homeland Security	47,746	44.91%
Search Job Postings   Homeland Security	46,463	69.81%
Contact Us   Homeland Security	44,955	23.94%
Apply for a U.S. Passport   Homeland Security	37,882	39.17%
About DHS   Homeland Security	34,439	36.65%
Topics   Homeland Security	34,435	33.73%
Homeland Security Jobs   Homeland Security	33,651	35.11%

## Top Unique Site Searches

Search Term	Total Unique Searches
forms	379
jobs	370
active shooter	367
esta	323
careers	261
global entry	254
employment	238
passport	232
visa waiver	231
i94	221

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Pages Per Visitor

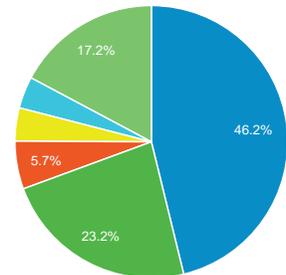
**2.37**

Site Avg: 2.37 (0.00%)

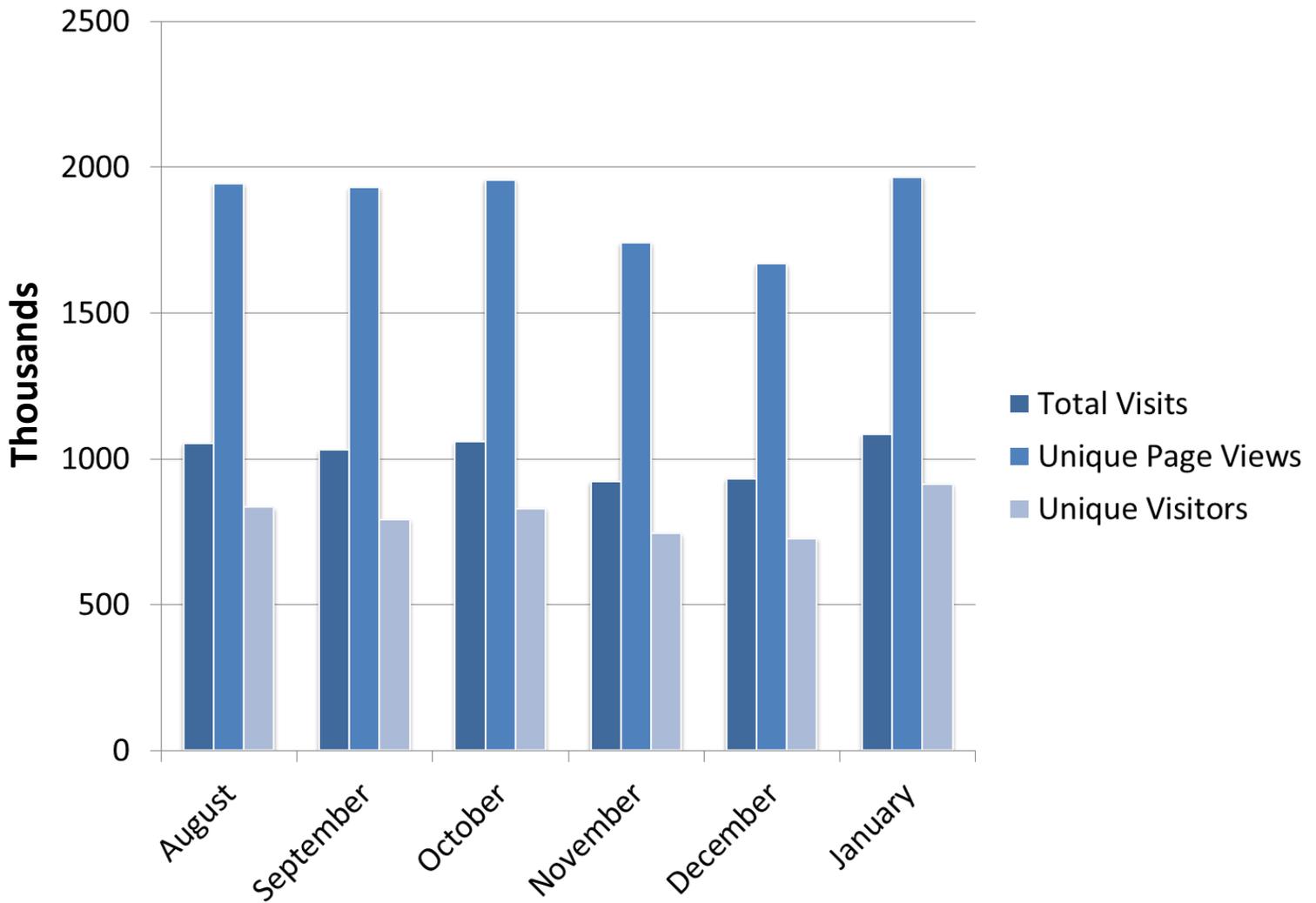


## Source

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



# Six Month Overview - January



	Visits	Change	Unique Visitors	Change	Page Views	Change	Unique Page Views	Change	Avg. Visit Duration	Change
14-Jan	1,083,314	16%	913,546	26%	2,570,200	19%	1,966,022	18%	1:37	-22%
13-Dec	931,417	1%	726,486	-2%	2,161,873	-6%	1,667,854	-4%	2:04	33%
13-Nov	921,653	-13%	742,917	-10%	2,304,193	-11%	1,740,863	-11%	1:33	-30%
13-Oct	1,058,375	3%	829,348	5%	2,578,240	1%	1,956,453	1%	2:13	-3%
13-Sep	1,029,960	-2%	791,532	-5%	2,542,119	1%	1,929,600	-1%	2:17	10%
13-Aug	1,053,423	-2%	833,043	-5%	2,521,867	-1%	1,943,057	-2%	2:04	1%

\*Source: Google Analytics

# Top Pageviews & Search Queries - January

**Most Visited Pages:** Overall pageviews on DHS.gov increased by 19% this month. The 10 top viewed pages remained, for the most part, the same as in previous months. User interest continues to be focused around employment, travel, and immigration.

## Top Visited DHS.gov Pages: \*

Page	Pageviews	Unique	Avg. Time on Entrances	Bounce Rate
/index.shtm	366197	289062	1:17	49.77%
/careers	75547	56983	0:26	10.17%
/how-do-i/by-type	53269	41313	0:38	38.54%
/how-do-i/check-immigration-case-status	48882	34222	3:02	45.52%
/search-job-postings	45532	40060	4:26	75.17%
/how-do-i/apply-us-passport	42676	33991	3:45	39.32%
/about-dhs	38253	29192	0:43	41.63%
/main-contact-us	37464	23165	0:30	25.30%
/topics	37249	29011	0:39	36.49%
/homeland-security-jobs	32342	24275	1:39	35.08%
	<b>2739339</b>	<b>2096005</b>	<b>1:37</b>	<b>54.25%</b>

**Top Search Queries:** Top search queries continue to support the popularity of employment related pages, ESTA, forms, immigration and travel. Although active shooter is continually among our top 10 search queries, it is also found at in the number 1 spot for external searches this month.

## Top External Search Queries: \*

(excludes "dhs" and repeating queries)

1	Jobs
2	Forms
3	esta
4	Active shooter
5	Careers
6	Global entry
7	i94
8	passport
9	training
10	i-9

## Top internal Search Queries: \*\*

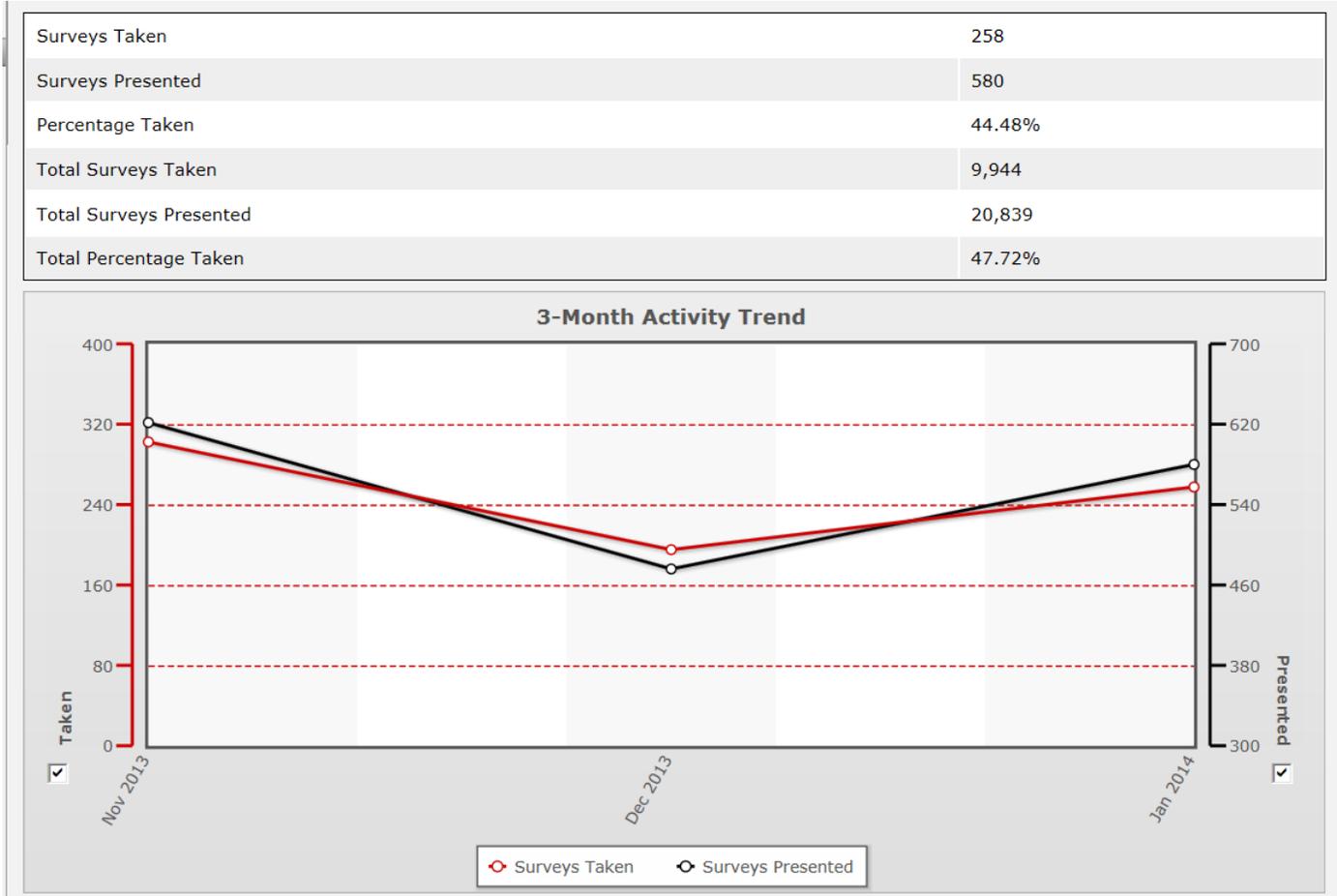
1	Jobs
2	Forms
3	esta
4	Active shooter
5	Careers
6	Global entry
7	i94
8	passport
9	training
10	i-9

\*Source: 8

\*\*Source: USAsearch

# Customer Satisfaction - January

**Foresee Survey Activity:** The number of surveys presented and taken have still not reached our optimal goal. Adjustments to the sampling size have been submitted, which will increase the sampling size from 3% to 25% of users who navigate 2 pages deep. The previous page depth was set to 3, which is not effective for our audience who have an average page depth of 2.



**Foresee Score:** There are no significant changes to our satisfaction scores this month. The customer satisfaction score remains at 70 and navigation and search continue to be the lowest ranking areas.

Elements	Score	Impact on C.S.	Customer Satisfaction	Impact on F.B.	Future Behaviors	Score
Content	76	NA	70	NA	Likelihood to Return	78
Functionality	75	NA		NA	Organization Satisfaction	71
Look and Feel	79	NA		NA	Primary Resource	70
Navigation	70	NA		NA	Recommend	74
Online Transparency	73	NA		NA	Trust	72
Search	69	NA				
Site Performance	85	NA				

# Voice of the Customers

## Feedback:

- "Make all links functional."
- "Allow for modality that allows even illiterate people to access the information through icon based interface."
- "When clicking on an email address, I would like to be able to use an email other than Live mail as I do not have live mail activated on my computer."
- "Push news to me"
- "Don't make the links provided from search "Circular" in which links on page A link to page B and once in page B it links you back to page A.
- "Collect customer dissatisfaction notes immediately, on every page with one click. "
- "Please have a tab for DATA. Right now, it is at the bottom of the page in very small font. I needed data on Yearbook of Immigration."

*Complete list available upon request*

*\* Source: foresee.com*

## Final Recommendations:

We continue to review and work on recommendations made in previous metrics reports over the past few months and to review and document the success of those improvements through metrics in addition to emerging recommendation and actions:

### Recommendations:

- **Continue to tweak foresee implementation and code until optimal amounts of surveys/month are reached:** it is recommended to adjust the page depth required for the survey to be presented from 3 to 2. Our average pages per visitor continues to remain at less than 3 and this may be a factor causing poor survey numbers.
- **Broken Links:** We are aware of the large number of broken links on dhs.gov and actively working on a solution to address the problem. In the meantime we are locating and fixing/removing broken links as fast as possible.

### Actions Taken:

- **Broken links:** reviewed and fixed over broken links from latest broken links report including the active shooter and security assessments webinar found on the active shooter preparedness page.
- **Customer Satisfaction Survey—Foresee:** submitted changes to customer satisfaction survey code for implementation. Once code is implemented survey will begin to present to 25% of the dhs population who visit 2 pages deep into the website. We continue to research solutions for low survey activity.
- **Web Content:** updated and re-organized the DHS Department Components page to provide a more accurate depiction and hierarchy of DHS operational components and department sections in order to minimize confusion for non-federal visitors looking for organizational information.