

DHS.gov Metrics Page

May 1, 2014 - May 31, 2014


 + Add Segment

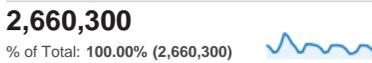
Sessions



Users



Pageviews



Unique Pageviews



Avg. Visit Duration



Avg. Time on Page



Bounce Rate



Avg. Pages Per Visitor



Top Pageviews

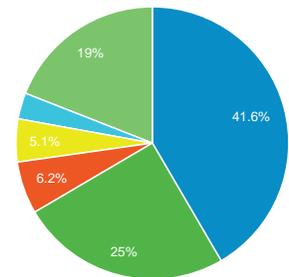
Page Title	Pageviews	Bounce Rate
Homeland Security	334,095	52.87%
DHS Announces Proposals to Attract and Retain Highly Skilled Immigrants Homeland Security	148,295	83.88%
Comparison Chart Homeland Security	75,605	58.12%
How Do I? Homeland Security	68,016	38.71%
Careers Homeland Security	63,671	10.82%
Contact Us Homeland Security	44,879	22.56%
Check Immigration Case Status Homeland Security	41,741	46.00%
Search Job Postings Homeland Security	39,830	74.83%
Topics Homeland Security	35,393	34.72%
DHS TRIP Homeland Security	35,138	69.03%

Top Unique Site Searches

Search Term	Total Unique Searches
internet explorer	466
forms	383
h4	344
H4	318
esta	309
h4 work permit	304
jobs	301
active shooter	264
i94	254
immigration	250

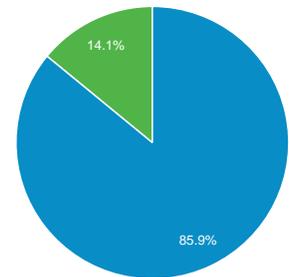
Visits by Source

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

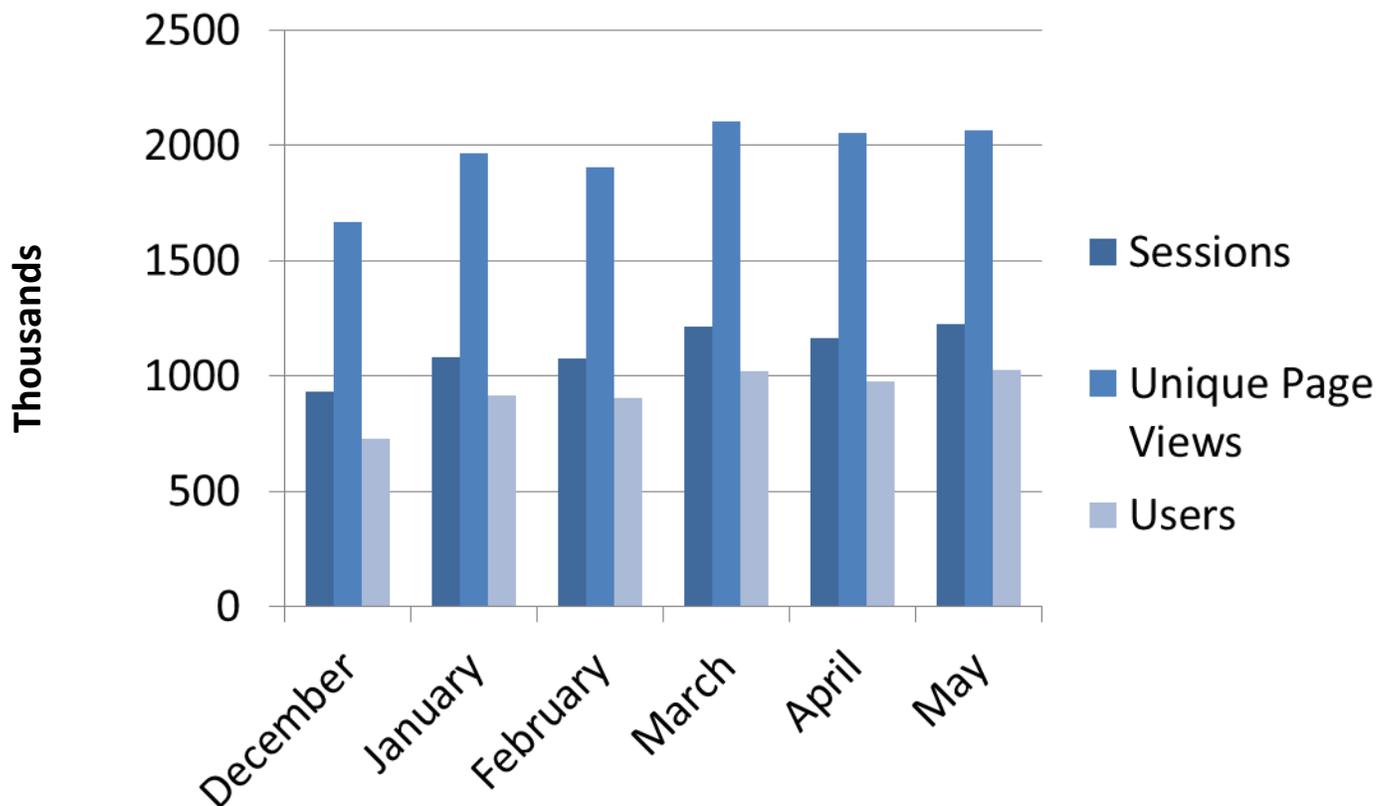


New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Six Month Overview - May



	Sessions	Change	Users	Change	Page Views	Change	Unique Page Views	Change	Avg. Visit Duration	Change
14-May	1,221,982	5%	1,027,193	5%	2,660,300	1%	2,064,251	0%	2:02	23%
14-Apr	1,162,250	-4%	974,386	-5%	2,626,941	-4%	2,055,626	-2%	1:39	-4%
14-Mar	1,211,720	13%	1,020,918	13%	2,744,369	10%	2,100,907	10%	1:43	-22%
14-Feb	1,073,247	-1%	903,359	-1%	2,500,044	-3%	1,906,060	-3%	2:12	36%
13-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%

* Source: Google Analytics

Top Landing Pages and Search Queries - May

Top Landing Pages: A new top landing page for this month was the DHS press release regarding proposals to attract and retain highly skilled immigrants. Users found their way to this page through outside sources and bounced from this page at a rate of 84% without interacting with any other part of the website. Regular top landing pages continue to be travel, immigration and employment related.

Top Visited DHS.gov Pages: *

Landing Page	Sessions	Bounce Rate	Avg. Session Duration
/index.shtm	237658	52.87%	2:15
/news/2014/05/06/dhs-announces-proposals-attract-and-retain-highly-skilled-immigrants	120959	83.93%	1:26
/comparison-chart	58179	58.19%	2:02
/crossing-us-borders	25607	60.33%	1:25
/how-do-i/check-immigration-case-status	25188	46.05%	1:41
/careers	24848	10.82%	3:01
/dhs-trip	24433	67.27%	1:41
/how-do-i/apply-us-passport	19964	42.92%	1:09
/trusted-traveler-programs	18837	32.50%	1:37
/dhs-daily-open-source-infrastructure-report	16205	30.57%	3:56
	1221982	58.54%	2:02

Top Search Engine Queries: External and internal search queries continue to follow similar trends as in previous months with an exception of the new “h4” and “H4 work permit” queries that correlate with the “DHS Announces Proposals to attract and retain highly skilled immigrants” press release mentioned in the top landing pages table above.

Top External Search Queries*

(excludes “dhs” and repeating/similar queries)

- 1 homeland security
- 2 Homeland security jobs
- 3 Redress number
- 4 USCIS Case Status
- 5 Cyber Security
- 6 Enhanced driver’s license
- 7 hisn
- 8 Passport application
- 9 www.uscis.gov
- Deferred action for child-hood arrivals
- 10

Top internal Search Queries*

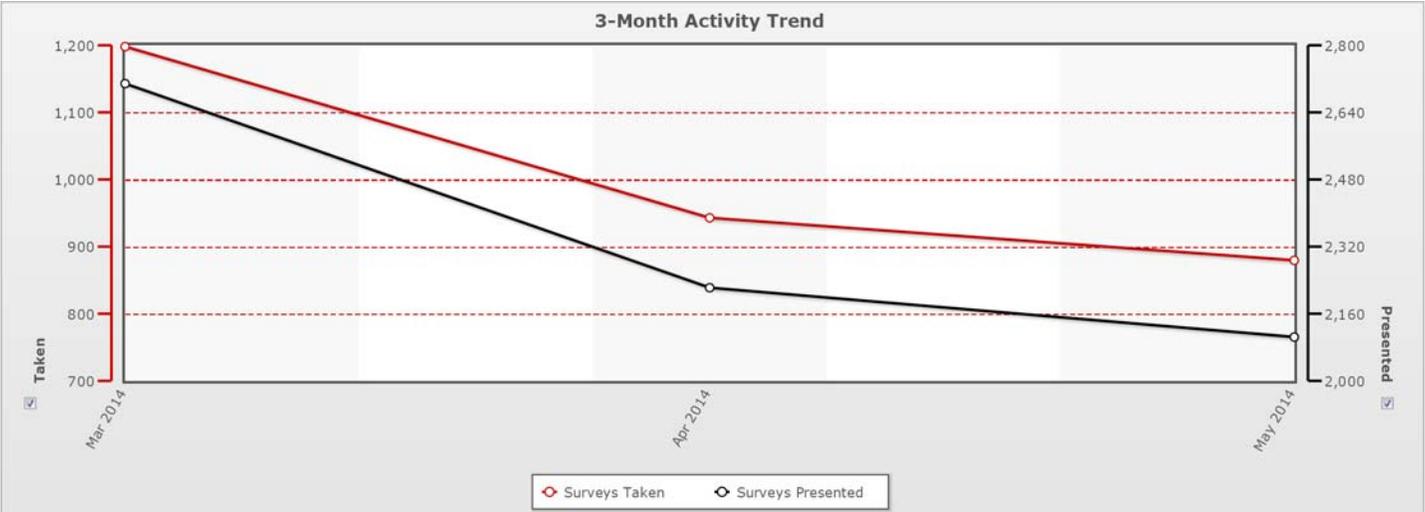
- 1 h4
- 2 Internet explorer
- 3 forms
- 4 esta
- 5 jobs
- 6 i94
- 7 H4 work permit
- 8 Active shooter
- 9 immigration
- 10 H4 ead



Customer Satisfaction - May

Activity DHS Satisfaction Survey - V3 May 01, 2014 - May 31, 2014

Surveys Taken	880
Surveys Presented	2,105
Percentage Taken	41.81%
Total Surveys Taken	13,422
Total Surveys Presented	28,874
Total Percentage Taken	46.48%



Feedback

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Satisfaction Summary DHS Satisfaction Survey - V3 May 01, 2014 - May 31, 2014 Filter: No Filter Page Filter: No Filter N: 880

Elements	Score	Impact on C.S.
Content	78	NA
Functionality	76	NA
Look and Feel	78	NA
Navigation	70	NA
Online Transparency	76	NA
Search	72	NA
Site Performance	86	NA

Customer Satisfaction
71

Impact on F.B.	Future Behaviors	Score
NA	Likelihood to Return	78
NA	Organization Satisfaction	72
NA	Primary Resource	74
NA	Recommend	74
NA	Trust	73

Voice of the Customers

Feedback:

There is a growing concern over the usefulness of the information conveyed through the travel programs pages, which are regularly among our top landing pages. Some example comments include:

- "I still can't figure out how to get TSA pre check now that I have a Known Traveler Number. Very confusing..."
- "more detailed explanation of the differences between programs like pre-check and nexus, etc. I wasn't sure of which one was best for me..."
- "I went in here to find out what the frequent flyer program (pre check). I've done 5 pages and yet [to] find what i am looking for...."
- "Help people quickly decide if they should apply for Global Entry, Nexus....."

Additionally there is a growing number of comments regarding accessibility issues. This month there were several improvement comments requesting larger font size on inner pages.

Complete list of user improvement comments 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 recommendations and actions.

Recommendations:

- **Travel Programs :** Review the travel programs comparison chart and related travel pages for ways to improve upon the usefulness and user friendliness of the content and information being conveyed.
- **Accessibility:** sub page font size for easier viewing of text content.

Actions Taken:

- **Ongoing:**

Broken Links: We are aware of the large number of broken links on dhs.gov and are actively working on a solution to address the problem. In the meantime we are locating and fixing/removing broken links as fast as possible.

Internal Search: Review top 100 search queries over the past 6 months and enhance the search results to ensure the appropriate pages are being offered for each query.

- A "last updated" function will be added to each webpage to provide the user with better sense of the timeliness of the information provided and also gives the page manager a clear visual cue if information needs to be reviewed/ updated. This is currently in effect on our publication pages and will be activated on remaining pages over the next month.