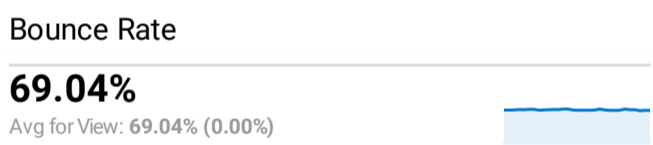
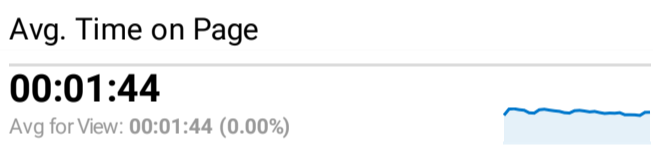
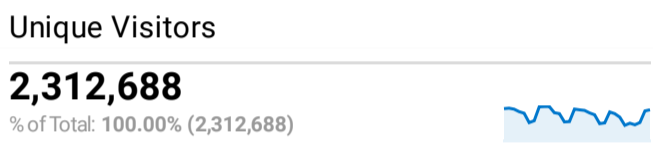
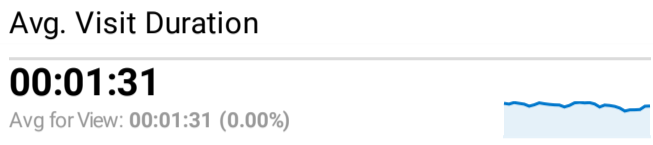
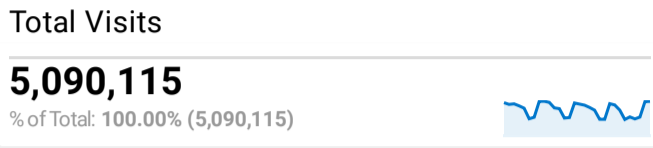


DHS.gov Web Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users  
100.00% Sessions



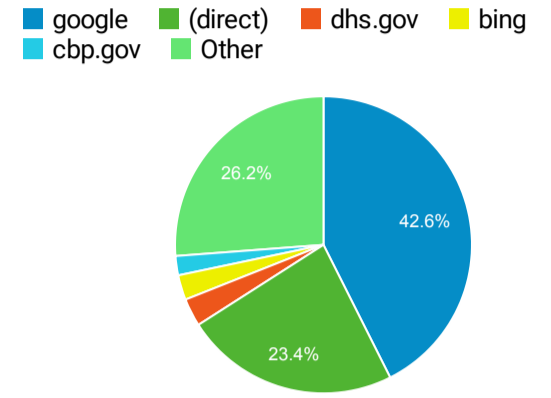
Top Pages

Page Title	Pageviews	Bounce Rate
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	244,183	59.36%
REAL ID   Homeland Security	112,229	76.59%
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	90,212	70.98%
Operation Allies Welcome   Homeland Security	86,502	80.40%
Check Wait Times   Homeland Security	58,901	28.62%
REAL ID FAQs   Homeland Security	51,738	81.82%
DHS Releases Details for Fully Vaccinated, Non-Citizen Travelers to Enter the U.S. at Land and Ferry Border Crossings   Homeland Security	48,250	61.05%
Visa Waiver Program Requirements   Homeland Security	40,459	79.47%
Visa Waiver Program   Homeland Security	38,499	45.65%
DHS Announces Extension of REAL ID Full Enforcement Deadline   Homeland Security	38,425	88.14%

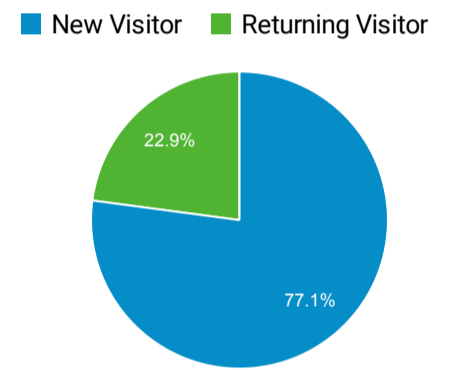
Visits by Social Network

Social Network	Sessions
Facebook	62,396
Twitter	34,732
LinkedIn	6,543
Instagram	1,909
reddit	1,297
YouTube	525
Blogger	495
Quora	311
Naver	155
Instagram Stories	108

Visits by Source



New vs. Returned Visitors



DHS.gov Search Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users  
100.00% Sessions

Visits to DHS.gov

**5,090,115**  
% of Total: 100.00% (5,090,115)



Total Internal Searches

**64,642**  
% of Total: 100.00% (64,642)



Total External Searches (Google)

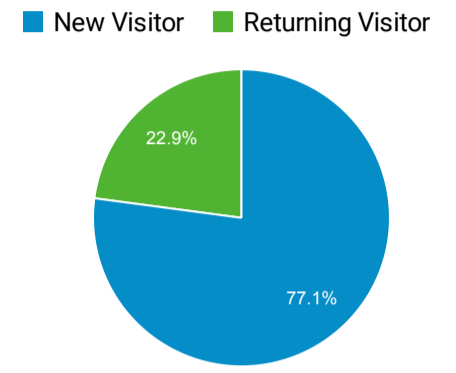
**812,270**  
% of Total: 15.96% (5,090,115)



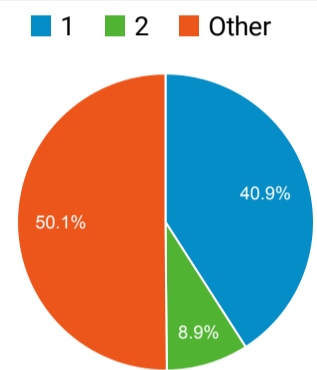
Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	1,435	0
esta	544	0
careers	346	0
jobs	272	0
Careers	247	0
covid	247	0
ESTA	186	0
real id	186	0
I-94	173	0

New vs. Returned Visitors



Avg. Visits per Visitor



Top External Searches (Google - as reported)

Page Title	Sessions
Check Wait Times   Homeland Security	42,703
Operation Allies Welcome   Homeland Security	40,253
REAL ID   Homeland Security	34,091
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	33,373
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	23,882
What Is Human Trafficking?   Homeland Security	22,125
DHS Announces Extension of REAL ID Full Enforcement Deadline   Homeland Security	18,487
REAL ID FAQs   Homeland Security	14,515
Homeland Security Careers   Homeland Security	13,772
Learn What I Can Bring on the Plane   Homeland Security	11,929

# DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2021- 11/30/2021

## Overall Customer Satisfaction Score

**66.69**

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

**63.89**

Answer Choices	Responses	Points	Score
▪ Outstanding	492	100	49200
▪ Above Average	410	75	30750
▪ Average	467	50	23350
▪ Below Average	108	25	2700
▪ Poor	182	0	0
<b>Total</b>	<b>1659</b>		<b>106000</b>

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

**60.52**

Answer Choices	Responses	Points	Score
▪ Yes	1004	100	100400
▪ No	655	0	0
<b>Total</b>	<b>1659</b>		<b>100400</b>

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

**85.01**

Answer Choices	Responses	Points	Score
▪ Yes	1185	100	118500
▪ No	209	0	0
<b>Total</b>	<b>1394</b>		<b>118500</b>

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

**80.92**

Answer Choices	Responses	Points	Score
▪ Yes	1128	100	112800
▪ No	266	0	0
<b>Total</b>	<b>1394</b>		<b>112800</b>

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

**57.25**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	798	100	79800
▪ Had technical difficulties (e.g. error messages, broken links)	56	0	0
▪ Links did not take me where I expected	48	0	0
▪ Links / labels are difficult to understand, they are not intuitive	115	0	0
▪ Navigated to general area but couldn't find the specific content needed	225	0	0
▪ Too many links or navigational choices	64	0	0
▪ Would often feel lost, not know where I was	88	0	0
<b>Total</b>	<b>1394</b>		<b>79800</b>

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

**45.91**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	382	100	38200
▪ I was not sure what words to use in my search	95	0	0
▪ Results were not helpful	142	0	0
▪ Results were not relevant to my search terms or needs	72	0	0
▪ Results were too similar / redundant	36	0	0
▪ Returned not enough or no results	63	0	0
▪ Returned too many results	42	0	0
<b>Total</b>	<b>832</b>		<b>38200</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 11/01/2021- 11/30/2021

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	95	5.73%
▪ Contact information	83	5.00%
▪ Contracting opportunities	22	1.33%
▪ Cybersecurity	85	5.12%
▪ Disaster assistance	21	1.27%
▪ Email, RSS feeds, or subscription services	23	1.39%
▪ Forms or publications	44	2.65%
▪ Human trafficking	72	4.34%
▪ Immigration and citizenship	138	8.32%
▪ Information about DHS (leadership, history, etc.)	70	4.22%
▪ Jobs / career information	162	9.76%
▪ Law enforcement	40	2.41%
▪ News	31	1.87%
▪ Photographs	5	0.30%
▪ Small business resources	17	1.02%
▪ Training	103	6.21%
▪ Travel	126	7.59%
▪ Videos	11	0.66%
▪ Other	511	30.80%
<b>Total</b>	<b>1659</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	21	4.39%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	381	79.71%
▪ Error on page	26	5.44%
▪ Multimedia / technical problem	21	4.39%
▪ Outdated information	29	6.07%
▪ Other	0	0.00%
<b>Total</b>	<b>478</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	100	7.17%
▪ Educator	74	5.31%
▪ Federal government employee	93	6.67%
▪ First responder / law enforcement official	70	5.02%
▪ Government contractor	79	5.67%
▪ International visitor	52	3.73%
▪ Job seeker	128	9.18%
▪ Media representative	18	1.29%
▪ Non-profit staff or volunteer	39	2.80%
▪ Seeking citizenship or immigration information	70	5.02%
▪ State, tribal, territorial or local government representative	32	2.30%
▪ Student	206	14.78%
▪ Traveler (domestic or international)	173	12.41%
▪ Other	260	18.65%
<b>Total</b>	<b>1394</b>	<b>100%</b>