

## DHS.gov Web Performance Metrics

May 1, 2022 - May 31, 2022

Single Site - DHS.gov  
 3.13% Sessions

### Total Visits

Single Site - DHS.gov  
**2,444,244**  
 % of Total: 3.13% (78,193,961)

### Avg. Visit Duration

Single Site - DHS.gov  
**00:01:11**  
 Avg for View: 00:02:48 (-57.64%)

### Pageviews

Single Site - DHS.gov  
**3,975,903**  
 % of Total: 2.19% (181,155,840)

### Unique Visitors

Single Site - DHS.gov  
**2,027,347**  
 % of Total: 5.40% (37,570,595)

### Avg. Pages / Visit

Single Site - DHS.gov  
**1.63**  
 Avg for View: 2.32 (-29.79%)

### Avg. Time on Page

Single Site - DHS.gov  
**00:01:53**  
 Avg for View: 00:02:06 (-10.27%)

### Bounce Rate

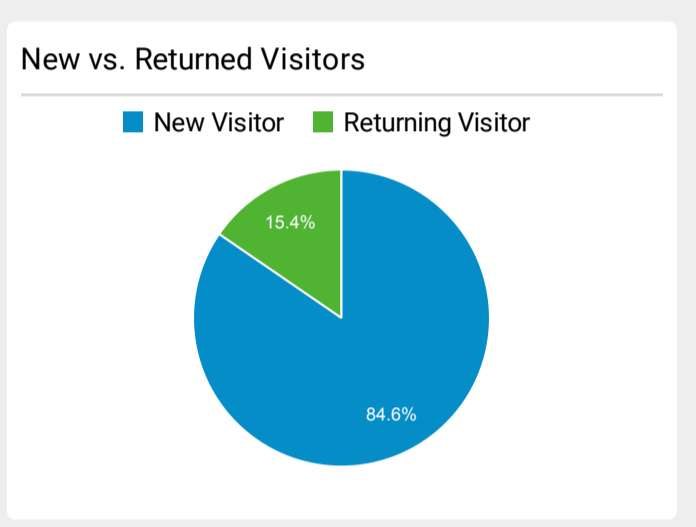
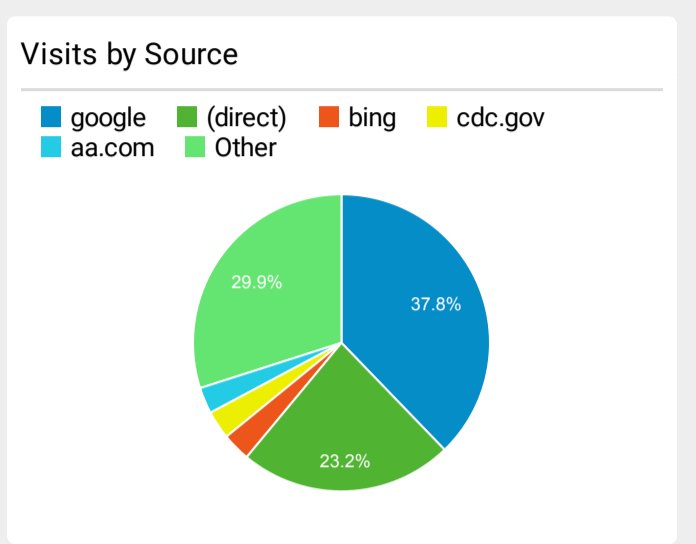
Single Site - DHS.gov  
**68.38%**  
 Avg for View: 48.66% (40.52%)

### Top Pages

Page Title	Pageviews	Bounce Rate
Home   Homeland Security	347,277	58.54%
REAL ID   Homeland Security	311,396	76.01%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	214,626	70.69%
Uniting for Ukraine   Homeland Security	138,984	62.78%
How to Report Suspicious Activity   Homeland Security	134,887	72.47%
Site Search   Homeland Security	115,093	97.03%
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	84,170	80.81%
Visa Waiver Program Requirements   Homeland Security	56,784	75.82%
REAL ID FAQs   Homeland Security	54,109	80.22%
Homeland Security Careers   Homeland Security	50,413	19.43%

### Visits by Social Network

Social Network	Sessions
Facebook	19,001
Twitter	6,765
LinkedIn	4,550
reddit	3,052
Instagram	2,374
YouTube	1,371
Quora	259
Instagram Stories	152
Naver	122
TripAdvisor	95



## DHS.gov Search Performance Metrics

May 1, 2022 - May 31, 2022

Single Site - DHS.gov  
 3.13% Sessions

### Visits to DHS.gov

Single Site - DHS.gov  
**2,444,244**  
% of Total: 3.13% (78,193,961)



### Total Internal Searches

Single Site - DHS.gov  
**8**  
% of Total: 0.00% (1,207,234)



### Total External Searches (Google)

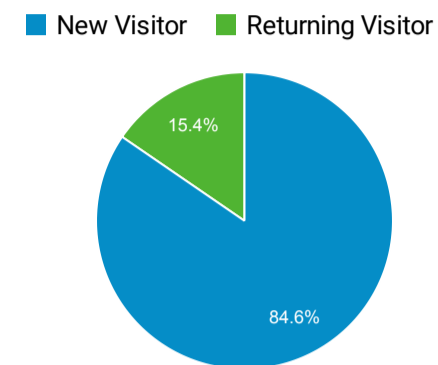
Single Site - DHS.gov  
**1,032,606**  
% of Total: 1.32% (78,193,961)



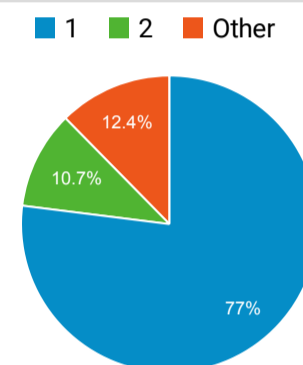
### Top External Searches (Google - as reported)

Page Title	Sessions
Home   Homeland Security	74,597
REAL ID   Homeland Security	55,326
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	53,707
Blue Campaign Newsletters   Homeland Security	32,334
Apply for a U.S. Passport   Homeland Security	31,794
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	30,995
DHS Extends COVID-19 Vaccination Requirements for Non-U.S. Travelers Entering the United States via Land Ports of Entry and Ferry Terminals   Homeland Security	30,166
Check Wait Times   Homeland Security	25,465
Uniting for Ukraine   Homeland Security	22,591
Homeland Security Careers   Homeland Security	18,518

### New vs. Returned Visitors



### Avg. Visits per Visitor



# DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2022- 5/31/2022

**Overall Customer Satisfaction Score** **65.95**

**How would you rate your overall experience today?** **62.96**

Answer Choices	Responses	Points	Score
▪ Outstanding	748	100	74800
▪ Above Average	690	75	51750
▪ Average	760	50	38000
▪ Below Average	197	25	4925
▪ Poor	297	0	0
<b>Total</b>	<b>2692</b>		<b>169475</b>

**Were you able to complete the purpose of your visit?** **59.96**

Answer Choices	Responses	Points	Score
▪ Yes	1614	100	161400
▪ No	1078	0	0
<b>Total</b>	<b>2692</b>		<b>161400</b>

**Would you still return to this website if you could get this information or service from another source?** **83.39**

Answer Choices	Responses	Points	Score
▪ Yes	1832	100	183200
▪ No	365	0	0
<b>Total</b>	<b>2197</b>		<b>183200</b>

**Will you recommend this website to a friend or colleague?** **77.92**

Answer Choices	Responses	Points	Score
▪ Yes	1712	100	171200
▪ No	485	0	0
<b>Total</b>	<b>2197</b>		<b>171200</b>

**Please describe your experience finding your way around (navigating) DHS.gov today.** **57.81**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1270	100	127000
▪ Had technical difficulties (e.g. error messages, broken links)	91	0	0
▪ Links did not take me where I expected	75	0	0
▪ Links / labels are difficult to understand, they are not intuitive	202	0	0
▪ Navigated to general area but couldn't find the specific content needed	336	0	0
▪ Too many links or navigational choices	108	0	0
▪ Would often feel lost, not know where I was	115	0	0
<b>Total</b>	<b>2197</b>		<b>127000</b>

**How was your experience using our site search?** **48.45**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	625	100	62500
▪ I was not sure what words to use in my search	117	0	0
▪ Results were not helpful	250	0	0
▪ Results were not relevant to my search terms or needs	121	0	0
▪ Results were too similar / redundant	40	0	0
▪ Returned not enough or no results	81	0	0
▪ Returned too many results	56	0	0
<b>Total</b>	<b>1290</b>		<b>62500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2022- 5/31/2022

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	166	6.17%
▪ Contact information	115	4.27%
▪ Contracting opportunities	36	1.34%
▪ Cybersecurity	105	3.90%
▪ Disaster assistance	26	0.97%
▪ Email, RSS feeds, or subscription services	28	1.04%
▪ Forms or publications	69	2.56%
▪ Human trafficking	91	3.38%
▪ Immigration and citizenship	216	8.02%
▪ Information about DHS (leadership, history, etc.)	87	3.23%
▪ Jobs / career information	149	5.53%
▪ Law enforcement	47	1.75%
▪ News	46	1.71%
▪ Photographs	8	0.30%
▪ Small business resources	23	0.85%
▪ Training	153	5.68%
▪ Travel	431	16.01%
▪ Videos	24	0.89%
▪ Other	872	32.39%
<b>Total</b>	<b>2692</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	34	4.74%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	576	80.22%
▪ Error on page	43	5.99%
▪ Multimedia / technical problem	18	2.51%
▪ Outdated information	47	6.55%
▪ Other	0	0.00%
<b>Total</b>	<b>718</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	164	7.46%
▪ Educator	106	4.82%
▪ Federal government employee	126	5.74%
▪ First responder / law enforcement official	79	3.60%
▪ Government contractor	109	4.96%
▪ International visitor	101	4.60%
▪ Job seeker	151	6.87%
▪ Media representative	11	0.50%
▪ Non-profit staff or volunteer	75	3.41%
▪ Seeking citizenship or immigration information	122	5.55%
▪ State, tribal, territorial or local government representative	36	1.64%
▪ Student	189	8.60%
▪ Traveler (domestic or international)	476	21.67%
▪ Other	452	20.57%
<b>Total</b>	<b>2197</b>	<b>100%</b>