DHS.gov Web Performance Metrics

Analytics 360



Total Visits	
Single Site - DHS.gov 1,859,905 % of Total: 2.39% (77,933,384)	~~~
Avg. Visit Duration	
Single Site - DHS.gov 00:01:19 Avg for View: 00:02:45 (-52.20%)	
Pageviews	
Single Site - DHS.gov 3,248,786 % of Total: 1.64% (197,763,904)	~~~
Unique Visitors	
Single Site - DHS.gov 1,562,257 % of Total: 3.92% (39,811,017)	~~~
Avg. Pages / Visit	
Single Site - DHS.gov 1.75 Avg for View: 2.54 (-31.17%)	
, , , , , , , , , , , , , , , , , , ,	

Avg. Time on Page

Single Site - DHS.gov

Avg for View: 00:01:46 (-0.70%)

00:01:45

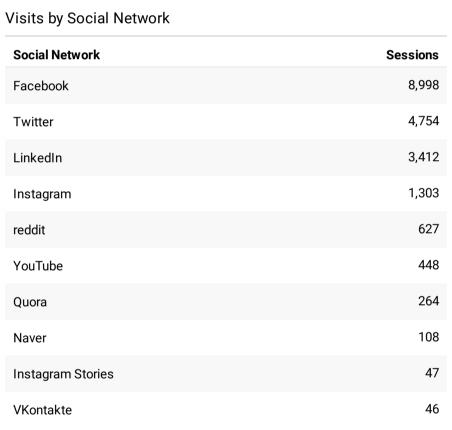
Bounce Rate

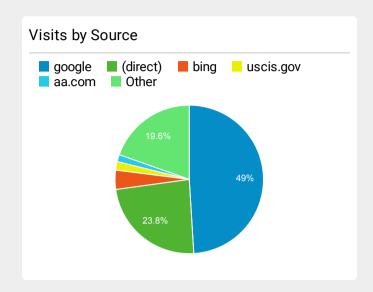
64.22%

Single Site - DHS.gov

Avg for View: 49.05% (30.93%)

Page Title	Pageviews	Bounce Rate
Home Homeland Security	320,149	58.10%
REAL ID Homeland Security	256,909	64.33%
REAL ID FAQs Homeland Security	78,472	85.16%
Are You REAL ID Ready? Homeland Security	73,955	78.31%
Check Wait Times Homeland Security	70,644	55.74%
/isa Waiver Program Requirements Homeland Sec urity	66,770	77.53%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homelan Security	63,750	75.63%
Apply for a U.S. Passport Homeland Security	52,985	17.96%
Homeland Security Careers Homeland Security	40,567	20.78%
Visa Waiver Program Homeland Security	40,261	41.12%

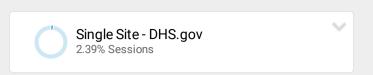






Nov 1, 2022 - Nov 30, 2022

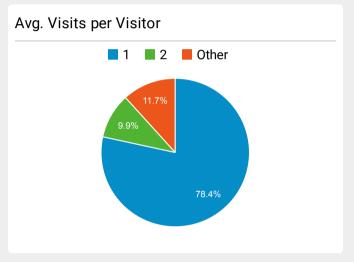
DHS.gov Search Performance Metrics



Visits to DHS.gov	
Single Site - DHS.gov 1,859,905 % of Total: 2.39% (77,933,384)	~~~
Total Internal Searches	
Single Site - DHS.gov 56,853 % of Total: 4.27 % (1,332,252)	ww
Total External Searches (Google)	
Single Site - DHS.gov 1,005,692 % of Total: 1.29% (77,933,384)	~~~

Top External Searches (Google - as reported)	
Page Title	Sessions
Home Homeland Security	65,505
REAL ID Homeland Security	63,116
Apply for a U.S. Passport Homeland Security	40,541
Check Wait Times Homeland Security	39,150
REAL ID FAQs Homeland Security	31,248
Visa Waiver Program Requirements Homeland Security	23,787
Enhanced Drivers Licenses: What Are They? Home land Security	21,600
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homela nd Security	17,806
What Is Human Trafficking? Homeland Security	15,596
Check Immigration Case Status Homeland Securit y	15,325





DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2022- 11/30/2022

Answer Choices Responses Points • Outstanding 660 100 6 • Abore Average 611 75 6 • Average 185 25 5 • Below Average 185 25 5 • Poor 264 0 1 Total 2446 15 1 Were you able to complete the purpose of your visit? 6 6 10 1 Answer Choices Responses Points 1 <td< th=""><th>Overall Customer Satisfaction Score</th><th></th><th></th><th>66.09</th></td<>	Overall Customer Satisfaction Score			66.09
. Outstanding 660 100 6 . Above Average 611 75 6 . Average 776 50 6 . Below Average 776 50 6 . Below Average 776 50 7 . Poor 264 0 . 115 2446 1 . Poor 7 . Total 2446 1 . Were you able to complete the purpose of your visit?	How would you rate your overall experience today?			62.45
Above Average	Answer Choices	Responses	Points	Score
Average	 Outstanding 	660	100	6600
• Below Average	Above Average	611	75	4582
Poor 264 0 15 16 15 16 15 16 15 16 15 16 15 16 15 16 15 16 15 16 15 16 15 16 15 16 15 16 15 16 16	 Average 	726	50	36300
Total 2446 15 Were you able to complete the purpose of your visit? 6 Answer Choices Responses Points • Yes 1482 100 14 • No 964 0 17 Total 2446 12 Would you still return to this website if you could get this information or service from another source? 8 Points Answer Choices Responses Points 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 16 100 11 100 10	Below Average	185	25	462
Mere you able to complete the purpose of your visit?	• Poor	264	0	(
Answer Choices	Total	2446		152750
• Yes	Were you able to complete the purpose of your visit?			60.59
• No 964 0 Total 2446 14 Would you still return to this website if you could get this information or service from another source? 8 Answer Choices Responses Points • Yes 1679 100 16 • No 314 0 100 16 Will you recommend this website to a friend or colleague? Responses Points • Yes 1566 100 15 • No 427 0 1566 100 15 • No 427 0 1566 100 15 100 15 1566 100 15 10 15 10 15 10 15 10 15 10 15 10 15 10 15 10 15 10 15 10 15 10 15 10 11 10 11 10 11 10 11 10 11 10 11 10 11 11 10 <td>Answer Choices</td> <td>Responses</td> <td>Points</td> <td>Scor</td>	Answer Choices	Responses	Points	Scor
Would you still return to this website if you could get this information or service from another source? Answer Choices Responses Points • Yes 1679 100 16 • No 314 0 1993 10 Will you recommend this website to a friend or colleague? Points • Yes 1566 100 15 • No 427 0 1566 100 15 • Links dinot responses Answer Choices Responses Points • Encountered no difficulties (e.g. error messages, broken links) 97 0 0 • Links dinot take me where l expected 79 0 0 • Links dinot take me where l expected 79 0 0 • Links dinot take me where l expected 79 0 0 • Links dinot take me where l expected 79 0 0 • Links dinot take me where lexpected 79 0 0 • Links dinot take me where lexpected 79 0 0 • Links dinot take me where lexpected 79 0 0 • Links dinot take me where lexpected 79 0 0 • Links dinot take me where lexpected 79 0 0 • Links dinot take me where lexpected 79 0 0 • Links dinot take me where lexpected 79 0 0 • No many links or navigational choices 75 0 0 • Would often feel lost, not know where I was 111 0 Total 1993 11 How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Responses Points • Encountered no difficulties 9 572 100 9 • No was to sure what words to use in my search 124 0 0 • Results were not relevant to my search terms or needs 110 0 • Results were not relevant to my search terms or needs 110 0 • Results were to os milina' redundant 50 0 0 • Results were to os milina' redundant 50 0 0	• Yes	1482	100	14820
Would you still return to this website if you could get this information or service from another source? Answer Choices Responses 1679 100 10 10 10 10 10 10 10 10 10 10 10 10	• No	964	0	(
Information or service from another source? Answer Choices Responses Points • Yes 1679 100 16 • No 314 0 Total 1993 16 Will you recommend this website to a friend or colleague? Answer Choices Responses Points • Yes 1566 100 15 • No 427 0 Total 1993 15 • No 427 0 Total 1993 51 • Will your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Responses Points • Encountered no difficulties (e.g. error messages, broken links) 97 0 • Links did not take me where I expected 79 0 • Links / labels are difficult to understand, they are not intuitive 185 0 • Navigated to general area but couldn't find the specific content needed 304 0 • Too many links or navigational choices 75 0 • Would often feel lost, not know where I was 111 0 Total 1993 11 How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Responses Points • Encountered no difficulties • Encountered no difficulties • Response Points • Encountered no difficulties • Response Points • Encountered no difficulties • Response Points •	Total	2446		14820
Yes 1679 100 16 No 314 0 1 Total 1993 16 Will you recommend this website to a friend or colleague? 7 Answer Choices Responses Points • Yes 1566 100 15 • No 427 0 15 Please describe your experience finding your way around (navigating) DHS.gov today. 5 1933 15 Please describe your experience finding your way around (navigating) DHS.gov today. 5 15 10 15 Please describe your experience finding your way around (navigating) DHS.gov today. 5 15 15 15 15 10 15 11 10 17 12 10 15 11 10 11 10 12 11 10 11 10 11 10 11 10 11 10 11 10 11 10 11 10 11 10 11 10 11 </td <td>-</td> <td></td> <td></td> <td>84.24</td>	-			84.24
No 314 0 Total 1993 16 Will you recommend this website to a friend or colleague? 7 Answer Choices Responses Points • Yes 1566 100 15 • No 427 0 1566 100 15 Please describe your experience finding your way around (navigating) DHS.gov today. 5 7 15 NOTE: Excludes "Other" responses Responses Points Answer Choices Responses Points • Encountered no difficulties 1142 100 12 • Links did not take me where I expected 79 0 1 • Links Jabels are difficult to understand, they are not intuitive 185 0 0 • Navigated to general area but couldn't find the specific content needed 304 0 0 • Navigated to general area but couldn't find the specific content needed 304 0 0 • Navigated to general area but couldn't find the specific content needed 304 0 0 • Nowel Choice	Answer Choices	Responses	Points	Score
Will you recommend this website to a friend or colleague? 7 Answer Choices	• Yes	1679	100	16790
Will you recommend this website to a friend or colleague? Answer Choices Responses Points Yes 1566 100 15 No Atz7 0 Total 1993 15 Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Responses Answer Choices Responses Answer Choices Responses Fincountered no difficulties Had technical difficulties (e.g. error messages, broken links) Had technical difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Nould often feel lost, not know where I was Would often feel lost, not know where I was How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Responses Points Answer Choices Responses Points Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Results were too similar / redundant Returned not enough or no results	■ No	314	0	
Answer Choices 1566 100 15 156 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 100 15 150 150	Total	1993		16790
Yes No A27 O Total	Will you recommend this website to a friend or colleague?			78.58
**No	Answer Choices	Responses	Points	Scor
Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Responses Points • Encountered no difficulties (e.g. error messages, broken links) 97 0 • Links did not take me where I expected 79 0 • Links / labels are difficult to understand, they are not intuitive 185 0 • Navigated to general area but couldn't find the specific content needed 304 0 • Too many links or navigational choices 75 0 • Would often feel lost, not know where I was 111 0 Total 1993 12 How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Responses Points • Encountered no difficulties 572 100 59 • I was not sure what words to use in my search 124 0 • Results were not helpful 199 0 • Results were not relevant to my search terms or needs 110 0 • Results were not relevant to my search terms or needs 110 0 • Results were too similar / redundant 50 0 • Returned not enough or no results	■ Yes	1566	100	15660
Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Encountered no difficulties (e.g. error messages, broken links) Encountered no difficult to understand, they are not intuitive Encountered no difficult to understand, they are not intuitive Encountered no difficult to understand, they are not intuitive Encountered no difficult to understand, they are not intuitive Encountered not use or navigational choices Encountered not use or navigational choices Encountered not use the navigational choices Encountered not use the navigational choices Encountered not use search and "Other" responses Answer Choices Encountered no difficulties Encountered not helpful Encountered not helpful Encountered not relevant to my search terms or needs Encountered not relevant to my search terms or needs Encountered not enough or no results	• No	427	0	
(navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Responses Points • Encountered no difficulties (e.g. error messages, broken links) 97 0 • Links did not take me where I expected 79 0 • Links / labels are difficult to understand, they are not intuitive 185 0 • Navigated to general area but couldn't find the specific content needed 304 0 • Too many links or navigational choices 75 0 • Would often feel lost, not know where I was 111 0 Total 1993 121 How was your experience using our site search? 4 NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Responses Points • Encountered no difficulties 572 100 59 • I was not sure what words to use in my search 124 0 • Results were not helpful 199 0 • Results were not relevant to my search terms or needs 110 0 • Results were too similar / redundant 50 0 • Returned not enough or no results 80	Total	1993		15660
Answer Choices Points Encountered no difficulties Answer Choices Points Encountered no difficulties (e.g. error messages, broken links) NoTE: Excludes "Other" responses Encountered no difficulties (e.g. error messages, broken links) Navigated to general area but couldn't find the specific content needed 304 0 Navigated to general area but couldn't find the specific content needed 304 0 Too many links or navigational choices 75 0 Would often feel lost, not know where I was 111 0 Total 1993 121 How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Responses Points Encountered no difficulties 572 100 59 Nesults were not helpful 199 0 Results were not relevant to my search terms or needs 110 0 Results were too similar / redundant 50 0 Returned not enough or no results 80 0	Please describe your experience finding your way around			57.30
Answer Choices • Encountered no difficulties • Encountered no difficulties (e.g. error messages, broken links) • Had technical difficulties (e.g. error messages, broken links) • Links did not take me where I expected • Links / labels are difficult to understand, they are not intuitive • Links / labels are difficult to understand, they are not intuitive • Navigated to general area but couldn't find the specific content needed • Too many links or navigational choices • Would often feel lost, not know where I was • Would often feel lost, not know where I was • Total • How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices • Responses • Encountered no difficulties • Encountered no difficulties • I was not sure what words to use in my search • Results were not helpful • Results were not relevant to my search terms or needs • Results were too similar / redundant • Results were too similar / redundant • Returned not enough or no results	(navigating) DHS.gov today.			
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 Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results 	Answer Choices	Responses	Points	Scor
 Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results 	Encountered no difficulties	1142	100	11420
 Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was 111 0 Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results 	 Had technical difficulties (e.g. error messages, broken links) 	97	0	
Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results Results were not relevant on or results Returned not enough or no results	 Links did not take me where I expected 	79	0	
Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Returned not enough or no results Total 110 197 4 Responses Points Responses Points Responses Points 100 5 100 5 100 100 100 100 1	 Links / labels are difficult to understand, they are not intuitive 	185	0	
Would often feel lost, not know where I was Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results 111 0 4 Results were not relevant to my search terms or needs Returned not enough or no results	 Navigated to general area but couldn't find the specific content needed 	304	0	
How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices • Encountered no difficulties • I was not sure what words to use in my search • Results were not helpful • Results were not relevant to my search terms or needs • Results were too similar / redundant • Returned not enough or no results	· -	75	0	
How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses Answer Choices • Encountered no difficulties • I was not sure what words to use in my search • Results were not helpful • Results were not relevant to my search terms or needs • Results were too similar / redundant • Returned not enough or no results	 Would often feel lost, not know where I was 	111	0	
NOTE: Excludes "Did not use search" and "Other" responses Answer Choices • Encountered no difficulties • I was not sure what words to use in my search • Results were not helpful • Results were not relevant to my search terms or needs • Results were too similar / redundant • Returned not enough or no results 80 O Returned not enough or no results	Total	1993		11420
Answer Choices Encountered no difficulties I was not sure what words to use in my search Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results				48.2
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 Results were not helpful Results were not relevant to my search terms or needs Results were too similar / redundant Returned not enough or no results 199 0 Results were too similar / redundant 50 0 Returned not enough or no results 				5720
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 Results were too similar / redundant Returned not enough or no results 80 0 	·			
• Returned not enough or no results 80 0	·			
-				
• keturned too many results 51 0				
Total 1186			0	5720

DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2022- 11/30/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
Border management	120	4.91%
 Contact information 	88	3.60%
 Contracting opportunities 	21	0.86%
 Cybersecurity 	116	4.74%
 Disaster assistance 	47	1.92%
 Email, RSS feeds, or subscription services 	23	0.94%
 Forms or publications 	75	3.07%
Human trafficking	85	3.48%
Immigration and citizenship	202	8.26%
 Information about DHS (leadership, history, etc.) 	77	3.15%
 Jobs / career information 	154	6.30%
Law enforcement	51	2.09%
• News	54	2.21%
 Photographs 	7	0.29%
Small business resources	16	0.65%
Training	134	5.48%
Travel	373	15.25%
 Videos 	12	0.49%
• Other	791	32.34%
Total	2446	100%

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
■ Bad link	25	3.82%
Content wasn't easy to understand	0	0.00%
 Could not find what I was looking for 	513	78.32%
■ Error on page	40	6.11%
Multimedia / technical problem	38	5.80%
Outdated information	39	5.95%
■ Other	0	0.00%
Total	655	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
Business representative	155	7.78%
• Educator	118	5.92%
Federal government employee	154	7.73%
First responder / law enforcement official	84	4.21%
Government contractor	88	4.42%
 International visitor 	61	3.06%
■ Job seeker	126	6.32%
Media representative	15	0.75%
 Non-profit staff or volunteer 	63	3.16%
Seeking citizenship or immigration information	94	4.72%
 State, tribal, territorial or local government representative 	27	1.35%
■ Student	260	13.05%
 Traveler (domestic or international) 	367	18.41%
Other	381	19.12%
Total	1993	100%