

### DHS.gov Web Performance Metrics

Jan 1, 2022 - Dec 31, 2022

Single Site - DHS.gov  
2.98% Sessions

#### Total Visits

Single Site - DHS.gov  
**28,172,015**  
% of Total: 2.98% (946,462,721)



#### Avg. Visit Duration

Single Site - DHS.gov  
**00:01:13**  
Avg for View: 00:02:54 (-58.24%)



#### Pageviews

Single Site - DHS.gov  
**46,539,432**  
% of Total: 1.89% (2,466,360,449)



#### Unique Visitors

Single Site - DHS.gov  
**22,087,903**  
% of Total: 5.35% (412,858,604)



#### Avg. Pages / Visit

Single Site - DHS.gov  
**1.65**  
Avg for View: 2.61 (-36.61%)



#### Avg. Time on Page

Single Site - DHS.gov  
**00:01:51**  
Avg for View: 00:01:47 (3.58%)



#### Bounce Rate

Single Site - DHS.gov  
**68.64%**  
Avg for View: 48.34% (41.99%)



#### Top Pages

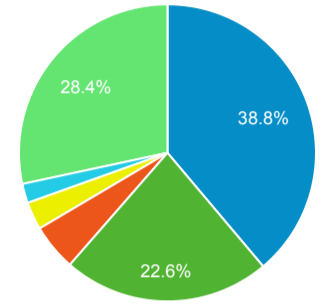
Page Title	Pageviews	Bounce Rate
Home   Homeland Security	3,950,648	57.12%
REAL ID   Homeland Security	2,592,140	70.13%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	1,821,367	72.16%
How to Report Suspicious Activity   Homeland Security	1,111,519	76.49%
Exploitation and How to Protect Yourself   Homeland Security	864,321	88.13%
REAL ID FAQs   Homeland Security	799,602	84.42%
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	702,977	83.06%
Uniting for Ukraine   Homeland Security	678,492	64.39%
Visa Waiver Program Requirements   Homeland Security	664,115	76.65%
Are You REAL ID Ready?   Homeland Security	584,319	72.28%

#### Visits by Social Network

Social Network	Sessions
Facebook	582,237
Twitter	230,521
LinkedIn	73,673
Instagram	43,802
reddit	29,331
YouTube	21,598
Quora	10,354
Instagram Stories	6,190
Hacker News	1,609
Snapchat	1,098

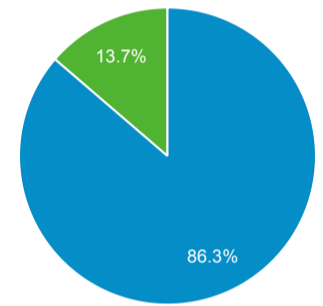
#### Visits by Source

google (direct) facebook.com  
bing cdc.gov Other



#### New vs. Returned Visitors

New Visitor Returning Visitor



## DHS.gov Search Performance Metrics

Jan 1, 2022 - Dec 31, 2022

Single Site - DHS.gov  
2.98% Sessions

### Visits to DHS.gov

Single Site - DHS.gov  
**28,172,015**  
% of Total: 2.98% (946,462,721)



### Total Internal Searches

Single Site - DHS.gov  
**278,933**  
% of Total: 1.76% (15,811,782)



### Total External Searches (Google)

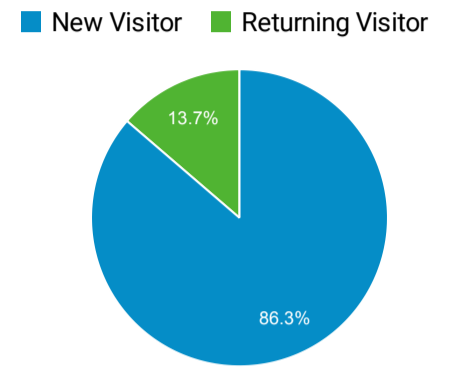
Single Site - DHS.gov  
**12,016,761**  
% of Total: 1.27% (946,462,721)



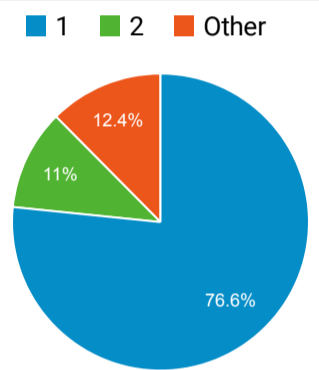
### Top External Searches (Google - as reported)

Page Title	Sessions
Home   Homeland Security	855,992
REAL ID   Homeland Security	607,110
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals   Homeland Security	428,474
Check Wait Times   Homeland Security	337,784
Apply for a U.S. Passport   Homeland Security	306,087
REAL ID FAQs   Homeland Security	286,476
Frequently Asked Questions: Guidance for Travelers to Enter the U.S.   Homeland Security	263,997
Blue Campaign Newsletters   Homeland Security	208,109
Enhanced Drivers Licenses: What Are They?   Homeland Security	200,357
Homeland Security Careers   Homeland Security	195,237

### New vs. Returned Visitors



### Avg. Visits per Visitor



# DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2022 - 12/31/2022

## Overall Customer Satisfaction Score

**67.53**

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

**63.73**

Answer Choices	Responses	Points	Score
▪ Outstanding	8682	100	868200
▪ Above Average	7773	75	582975
▪ Average	8629	50	431450
▪ Below Average	2035	25	50875
▪ Poor	3222	0	0
<b>Total</b>	<b>30341</b>		<b>1933500</b>

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

**62.01**

Answer Choices	Responses	Points	Score
▪ Yes	18814	100	1881400
▪ No	11527	0	0
<b>Total</b>	<b>30341</b>		<b>1881400</b>

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

**84.92**

Answer Choices	Responses	Points	Score
▪ Yes	21429	100	2142900
▪ No	3806	0	0
<b>Total</b>	<b>25235</b>		<b>2142900</b>

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

**79.56**

Answer Choices	Responses	Points	Score
▪ Yes	20078	100	2007800
▪ No	5157	0	0
<b>Total</b>	<b>25235</b>		<b>2007800</b>

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

**59.74**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	15076	100	1507600
▪ Had technical difficulties (e.g. error messages, broken links)	1139	0	0
▪ Links did not take me where I expected	839	0	0
▪ Links / labels are difficult to understand, they are not intuitive	2301	0	0
▪ Navigated to general area but couldn't find the specific content needed	3521	0	0
▪ Too many links or navigational choices	1056	0	0
▪ Would often feel lost, not know where I was	1303	0	0
<b>Total</b>	<b>25235</b>		<b>1507600</b>

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

**49.65**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	7280	100	728000
▪ I was not sure what words to use in my search	1437	0	0
▪ Results were not helpful	2428	0	0
▪ Results were not relevant to my search terms or needs	1348	0	0
▪ Results were too similar / redundant	489	0	0
▪ Returned not enough or no results	1068	0	0
▪ Returned too many results	614	0	0
<b>Total</b>	<b>14664</b>		<b>728000</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2022 - 12/31/2022

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	1610	5.31%
▪ Contact information	1235	4.07%
▪ Contracting opportunities	360	1.19%
▪ Cybersecurity	1249	4.12%
▪ Disaster assistance	443	1.46%
▪ Email, RSS feeds, or subscription services	239	0.79%
▪ Forms or publications	836	2.76%
▪ Human trafficking	1294	4.26%
▪ Immigration and citizenship	2493	8.22%
▪ Information about DHS (leadership, history, etc.)	858	2.83%
▪ Jobs / career information	2006	6.61%
▪ Law enforcement	683	2.25%
▪ News	795	2.62%
▪ Photographs	84	0.28%
▪ Small business resources	217	0.72%
▪ Training	2007	6.61%
▪ Travel	4048	13.34%
▪ Videos	217	0.72%
▪ Other	9667	31.86%
<b>Total</b>	<b>30341</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	377	4.31%
▪ Content wasn't easy to understand	903	10.33%
▪ Could not find what I was looking for	6131	70.12%
▪ Error on page	471	5.39%
▪ Multimedia / technical problem	310	3.55%
▪ Outdated information	551	6.30%
▪ Other	0	0.00%
<b>Total</b>	<b>8743</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	1952	7.74%
▪ Educator	1453	5.76%
▪ Federal government employee	1521	6.03%
▪ First responder / law enforcement official	1089	4.32%
▪ Government contractor	1365	5.41%
▪ International visitor	881	3.49%
▪ Job seeker	1683	6.67%
▪ Media representative	171	0.68%
▪ Non-profit staff or volunteer	924	3.66%
▪ Seeking citizenship or immigration information	1295	5.13%
▪ State, tribal, territorial or local government representative	402	1.59%
▪ Student	2432	9.64%
▪ Traveler (domestic or international)	4429	17.55%
▪ Other	5638	22.34%
<b>Total</b>	<b>25235</b>	<b>100%</b>