

DHS.gov Web Performance Metrics

Dec 1, 2022 - Dec 31, 2022

Single Site - DHS.gov
3.37% Sessions

Total Visits
Single Site - DHS.gov
2,359,036
% of Total: 3.37%
(70,057,583)

Avg. Visit Duration
Single Site - DHS.gov
00:01:06
Avg for View: 00:02:39
(-58.47%)

Pageviews
Single Site - DHS.gov
3,807,878
% of Total: 2.35%
(161,874,249)

Unique Visitors
Single Site - DHS.gov
2,023,284
% of Total: 5.52%
(36,656,122)

Avg. Pages / Visit
Single Site - DHS.gov
1.61
Avg for View: 2.31
(-30.14%)

Avg. Time on Page
Single Site - DHS.gov
00:01:47
Avg for View: 00:02:00
(-10.58%)

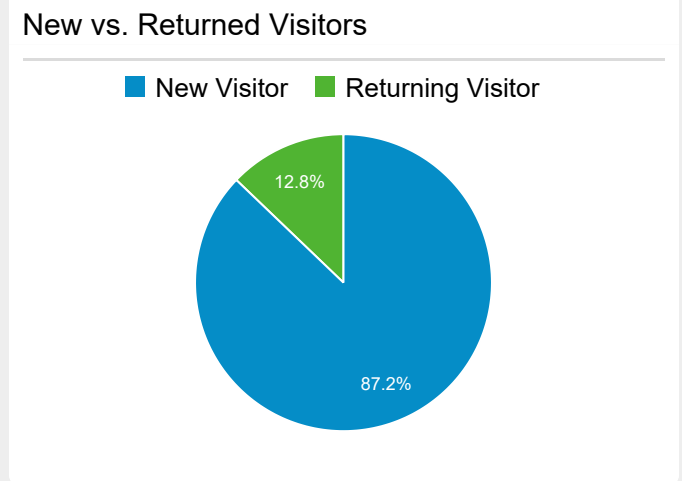
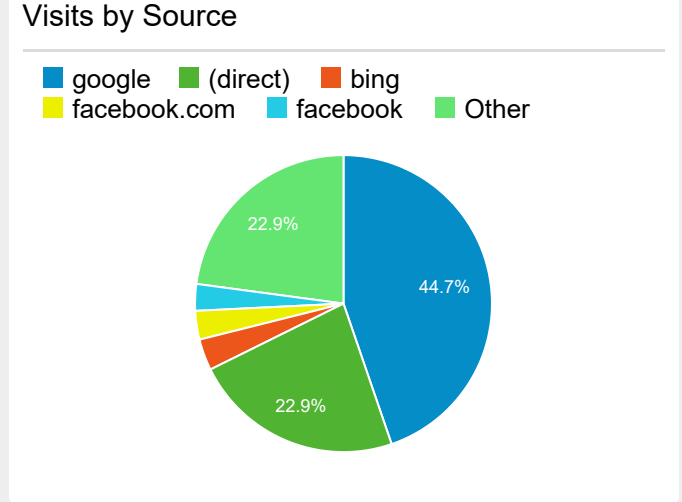
Bounce Rate
Single Site - DHS.gov
69.95%
Avg for View: 50.35%
(38.94%)

Top Pages

Page Title	Pageviews	Bounce Rate
Home Homeland Security	341,395	56.41%
REAL ID Homeland Security	278,692	66.24%
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	130,576	87.40%
#WearBlueDay Homeland Security	89,719	90.59%
REAL ID FAQs Homeland Security	85,193	86.80%
How to Report Suspicious Activity Homeland Security	83,277	91.43%
Secretary Mayorkas Extends and Redesignates Temporary Protected Status for Haiti for 18 Months Homeland Security	74,987	84.23%
Check Wait Times Homeland Security	72,967	55.62%
Are You REAL ID Ready? Homeland Security	71,357	76.83%
Visa Waiver Program Requirements Homeland Security	67,636	77.44%

Visits by Social Network

Social Network	Sessions
Facebook	132,284
Twitter	11,467
LinkedIn	3,314
Instagram	2,995
reddit	2,052
Hacker News	1,391
YouTube	1,248
Instagram Stories	716
Snapchat	280
Quora	150



DHS.gov Search Performance Metrics

Dec 1, 2022 - Dec 31, 2022

Single Site - DHS.gov
3.37% Sessions

Visits to DHS.gov

Single Site - DHS.gov
2,359,036
% of Total: 3.37% (70,057,583)



Total Internal Searches

Single Site - DHS.gov
55,287
% of Total: 4.69% (1,178,050)



Total External Searches (Google)

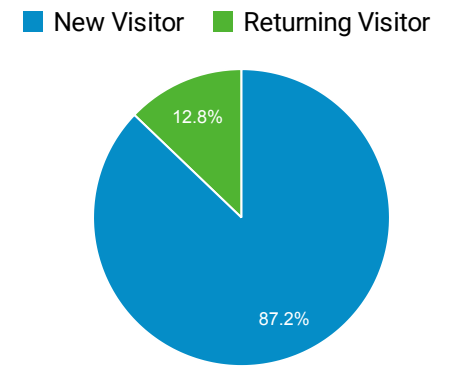
Single Site - DHS.gov
1,114,120
% of Total: 1.59% (70,057,583)



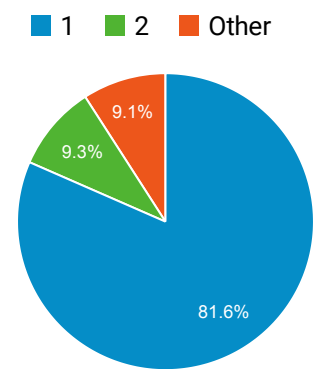
Top External Searches (Google - as reported)

Page Title	Sessions
REAL ID Homeland Security	77,845
Home Homeland Security	72,705
National Terrorism Advisory System Bulletin - November 30, 2022 Homeland Security	65,893
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	57,049
Apply for a U.S. Passport Homeland Security	41,791
Check Wait Times Homeland Security	37,638
REAL ID FAQs Homeland Security	33,950
Secretary Mayorkas Extends and Redesignates Temporary Protected Status for Haiti for 18 Months Homeland Security	31,422
Visa Waiver Program Requirements Homeland Security	24,740
Enhanced Drivers Licenses: What Are They? Homeland Security	22,845

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 12/1/2022- 12/31/2022

Overall Customer Satisfaction Score

68.66

How would you rate your overall experience today?

65.35

Answer Choices	Responses	Points	Score
▪ Outstanding	826	100	82600
▪ Above Average	684	75	51300
▪ Average	763	50	38150
▪ Below Average	163	25	4075
▪ Poor	259	0	0
Total	2695		176125

Were you able to complete the purpose of your visit?

63.34

Answer Choices	Responses	Points	Score
▪ Yes	1707	100	170700
▪ No	988	0	0
Total	2695		170700

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

84.25

Answer Choices	Responses	Points	Score
▪ Yes	1893	100	189300
▪ No	354	0	0
Total	2247		189300

Will you recommend this website to a friend or colleague?

80.24

Answer Choices	Responses	Points	Score
▪ Yes	1803	100	180300
▪ No	444	0	0
Total	2247		180300

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

61.46

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1381	100	138100
▪ Had technical difficulties (e.g. error messages, broken links)	97	0	0
▪ Links did not take me where I expected	74	0	0
▪ Links / labels are difficult to understand, they are not intuitive	187	0	0
▪ Navigated to general area but couldn't find the specific content needed	312	0	0
▪ Too many links or navigational choices	96	0	0
▪ Would often feel lost, not know where I was	100	0	0
Total	2247		138100

How was your experience using our site search?

51.47

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	646	100	64600
▪ I was not sure what words to use in my search	122	0	0
▪ Results were not helpful	205	0	0
▪ Results were not relevant to my search terms or needs	103	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	89	0	0
▪ Returned too many results	49	0	0
Total	1255		64600

DHS.gov Customer Satisfaction Survey

Time Period: 12/1/2022- 12/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	138	5.12%
▪ Contact information	103	3.82%
▪ Contracting opportunities	31	1.15%
▪ Cybersecurity	90	3.34%
▪ Disaster assistance	41	1.52%
▪ Email, RSS feeds, or subscription services	26	0.96%
▪ Forms or publications	91	3.38%
▪ Human trafficking	96	3.56%
▪ Immigration and citizenship	211	7.83%
▪ Information about DHS (leadership, history, etc.)	72	2.67%
▪ Jobs / career information	176	6.53%
▪ Law enforcement	57	2.12%
▪ News	106	3.93%
▪ Photographs	13	0.48%
▪ Small business resources	26	0.96%
▪ Training	147	5.45%
▪ Travel	353	13.10%
▪ Videos	12	0.45%
▪ Other	906	33.62%
Total	2695	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	30	4.55%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	514	77.88%
▪ Error on page	39	5.91%
▪ Multimedia / technical problem	28	4.24%
▪ Outdated information	49	7.42%
▪ Other	0	0.00%
Total	660	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	165	7.34%
▪ Educator	129	5.74%
▪ Federal government employee	125	5.56%
▪ First responder / law enforcement official	93	4.14%
▪ Government contractor	105	4.67%
▪ International visitor	64	2.85%
▪ Job seeker	170	7.57%
▪ Media representative	17	0.76%
▪ Non-profit staff or volunteer	90	4.01%
▪ Seeking citizenship or immigration information	91	4.05%
▪ State, tribal, territorial or local government representative	41	1.82%
▪ Student	239	10.64%
▪ Traveler (domestic or international)	402	17.89%
▪ Other	516	22.96%
Total	2247	100%