

DHS.gov Web Performance Metrics

Jan 1, 2023 - Jan 31, 2023

Single Site - DHS.gov
3.01% Sessions

Total Visits

Single Site - DHS.gov
2,798,896
% of Total: 3.01% (93,118,886)



Avg. Visit Duration

Single Site - DHS.gov
00:01:10
Avg for View: 00:02:46 (-57.75%)



Pageviews

Single Site - DHS.gov
4,646,431
% of Total: 2.17% (214,332,283)



Unique Visitors

Single Site - DHS.gov
2,297,994
% of Total: 4.95% (46,428,527)



Avg. Pages / Visit

Single Site - DHS.gov
1.66
Avg for View: 2.30 (-27.88%)



Avg. Time on Page

Single Site - DHS.gov
00:01:46
Avg for View: 00:02:06 (-15.75%)



Bounce Rate

Single Site - DHS.gov
68.60%
Avg for View: 49.16% (39.55%)



Top Pages

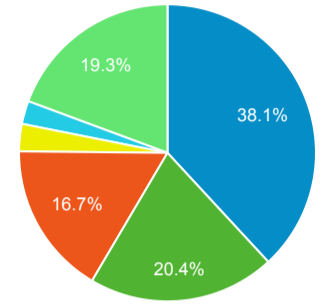
Page Title	Pageviews	Bounce Rate
Home Homeland Security	422,309	57.11%
Resources Homeland Security	258,270	89.39%
REAL ID Homeland Security	210,628	67.77%
#WearBlueDay Homeland Security	202,142	87.90%
DHS Continues to Prepare for End of Title 42; Announces New Border Enforcement Measures and Additional Safe and Orderly Processes Homeland Security	115,244	64.09%
Blue Campaign Training Homeland Security	113,566	87.52%
Visa Waiver Program Requirements Homeland Security	90,722	77.25%
Apply for a U.S. Passport Homeland Security	81,223	17.11%
REAL ID FAQs Homeland Security	75,762	87.11%
Fact Sheet: Guidance for Travelers to Enter the U.S. at Land Ports of Entry and Ferry Terminals Homeland Security	70,806	75.88%

Visits by Social Network

Social Network	Sessions
Facebook	22,345
Twitter	8,647
LinkedIn	6,047
Instagram	1,774
YouTube	919
reddit	569
TripAdvisor	239
Instagram Stories	184
Quora	137
Naver	102

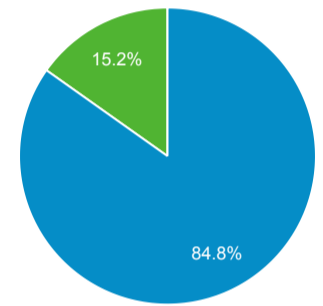
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



DHS.gov Search Performance Metrics

Jan 1, 2023 - Jan 31, 2023

Single Site - DHS.gov
3.01% Sessions

Visits to DHS.gov

Single Site - DHS.gov
2,798,896
% of Total: 3.01% (93,118,886)



Total Internal Searches

Single Site - DHS.gov
74,646
% of Total: 4.02% (1,859,111)



Total External Searches (Google)

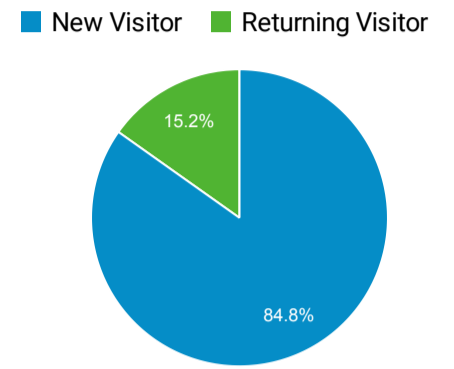
Single Site - DHS.gov
1,146,744
% of Total: 1.23% (93,118,886)



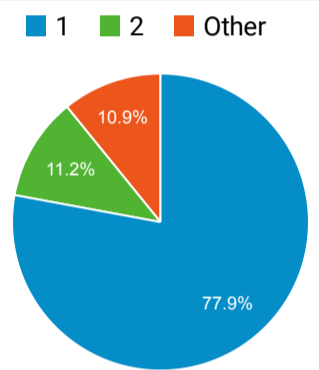
Top External Searches (Google - as reported)

Page Title	Sessions
Home Homeland Security	81,214
Apply for a U.S. Passport Homeland Security	62,518
REAL ID Homeland Security	52,342
Blue Campaign Homeland Security	33,291
REAL ID FAQs Homeland Security	30,315
Electronic System for Travel Authorization (ESTA) Homeland Security	30,281
Visa Waiver Program Requirements Homeland Security	28,898
Enhanced Drivers Licenses: What Are They? Homeland Security	28,497
DHS Continues to Prepare for End of Title 42; Announces New Border Enforcement Measures and Additional Safe and Orderly Processes Homeland Security	25,511
What Is Human Trafficking? Homeland Security	21,339

New vs. Returned Visitors



Avg. Visits per Visitor



DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2023- 1/31/2023

Overall Customer Satisfaction Score

69.34

How would you rate your overall experience today?

65.69

Answer Choices	Responses	Points	Score
▪ Outstanding	1030	100	103000
▪ Above Average	842	75	63150
▪ Average	1019	50	50950
▪ Below Average	197	25	4925
▪ Poor	292	0	0
Total	3380		222025

Were you able to complete the purpose of your visit?

63.37

Answer Choices	Responses	Points	Score
▪ Yes	2142	100	214200
▪ No	1238	0	0
Total	3380		214200

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

87.78

Answer Choices	Responses	Points	Score
▪ Yes	2435	100	243500
▪ No	339	0	0
Total	2774		243500

Will you recommend this website to a friend or colleague?

81.61

Answer Choices	Responses	Points	Score
▪ Yes	2264	100	226400
▪ No	510	0	0
Total	2774		226400

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	1705	100	170500
▪ Had technical difficulties (e.g. error messages, broken links)	126	0	0
▪ Links did not take me where I expected	94	0	0
▪ Links / labels are difficult to understand, they are not intuitive	245	0	0
▪ Navigated to general area but couldn't find the specific content needed	339	0	0
▪ Too many links or navigational choices	116	0	0
▪ Would often feel lost, not know where I was	149	0	0
Total	2774		170500

How was your experience using our site search?

50.61

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	835	100	83500
▪ I was not sure what words to use in my search	171	0	0
▪ Results were not helpful	274	0	0
▪ Results were not relevant to my search terms or needs	135	0	0
▪ Results were too similar / redundant	59	0	0
▪ Returned not enough or no results	108	0	0
▪ Returned too many results	68	0	0
Total	1650		83500

DHS.gov Customer Satisfaction Survey

Time Period: 1/1/2023- 1/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	141	4.17%
▪ Contact information	100	2.96%
▪ Contracting opportunities	54	1.60%
▪ Cybersecurity	148	4.38%
▪ Disaster assistance	57	1.69%
▪ Email, RSS feeds, or subscription services	25	0.74%
▪ Forms or publications	94	2.78%
▪ Human trafficking	288	8.52%
▪ Immigration and citizenship	317	9.38%
▪ Information about DHS (leadership, history, etc.)	109	3.22%
▪ Jobs / career information	247	7.31%
▪ Law enforcement	60	1.78%
▪ News	73	2.16%
▪ Photographs	3	0.09%
▪ Small business resources	27	0.80%
▪ Training	197	5.83%
▪ Travel	427	12.63%
▪ Videos	42	1.24%
▪ Other	971	28.73%
Total	3380	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	42	4.96%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	654	77.30%
▪ Error on page	54	6.38%
▪ Multimedia / technical problem	25	2.96%
▪ Outdated information	71	8.39%
▪ Other	0	0.00%
Total	846	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	199	7.17%
▪ Educator	182	6.56%
▪ Federal government employee	183	6.60%
▪ First responder / law enforcement official	133	4.79%
▪ Government contractor	143	5.16%
▪ International visitor	98	3.53%
▪ Job seeker	197	7.10%
▪ Media representative	18	0.65%
▪ Non-profit staff or volunteer	122	4.40%
▪ Seeking citizenship or immigration information	163	5.88%
▪ State, tribal, territorial or local government representative	50	1.80%
▪ Student	266	9.59%
▪ Traveler (domestic or international)	464	16.73%
▪ Other	556	20.04%
Total	2774	100%