

DHS.gov Web Performance Metrics

Feb 1, 2023 - Feb 28, 2023

Single Site - DHS.gov  
2.26% Sessions

Total Visits

Single Site - DHS.gov  
**1,884,680**  
% of Total: 2.26% (83,553,310)



Avg. Visit Duration

Single Site - DHS.gov  
**00:01:21**  
Avg for View: 00:02:43 (-50.25%)



Pageviews

Single Site - DHS.gov  
**3,324,248**  
% of Total: 1.77% (188,172,004)



Unique Visitors

Single Site - DHS.gov  
**1,597,919**  
% of Total: 3.88% (41,146,566)



Avg. Pages / Visit

Single Site - DHS.gov  
**1.76**  
Avg for View: 2.25 (-21.68%)



Avg. Time on Page

Single Site - DHS.gov  
**00:01:46**  
Avg for View: 00:02:08 (-17.42%)



Bounce Rate

Single Site - DHS.gov  
**65.13%**  
Avg for View: 48.53% (34.19%)



Top Pages

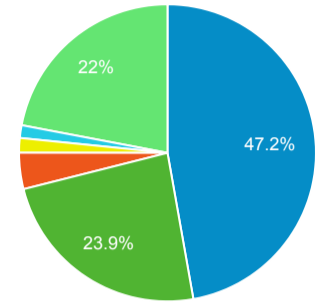
Page Title	Pageviews	Bounce Rate
Home   Homeland Security	356,806	58.57%
REAL ID   Homeland Security	132,878	68.56%
Visa Waiver Program Requirements   Homeland Security	79,886	77.36%
Blue Campaign   Homeland Security	79,199	78.46%
REAL ID FAQs   Homeland Security	72,437	87.05%
Apply for a U.S. Passport   Homeland Security	62,539	18.18%
Visa Waiver Program   Homeland Security	45,619	41.01%
What Is Human Trafficking?   Homeland Security	44,607	78.58%
Electronic System for Travel Authorization (ESTA)   Homeland Security	44,564	37.06%
Homeland Security Careers   Homeland Security	44,335	20.74%

Visits by Social Network

Social Network	Sessions
Facebook	9,237
LinkedIn	5,037
Twitter	3,718
YouTube	1,349
Instagram	808
reddit	529
Quora	329
Instagram Stories	176
Naver	122
TripAdvisor	88

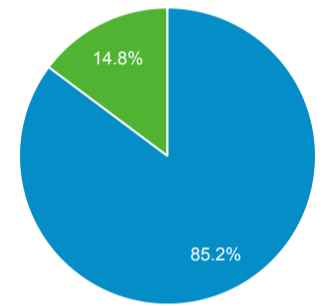
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



### DHS.gov Search Performance Metrics

Feb 1, 2023 - Feb 28, 2023

Single Site - DHS.gov  
2.26% Sessions

#### Visits to DHS.gov

Single Site - DHS.gov

**1,884,680**

% of Total: 2.26% (83,553,310)



#### Total Internal Searches

Single Site - DHS.gov

**62,643**

% of Total: 3.99% (1,571,495)



#### Total External Searches (Google)

Single Site - DHS.gov

**941,703**

% of Total: 1.13% (83,553,310)

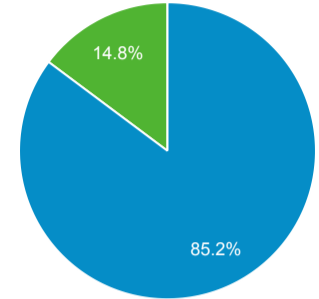


#### Top External Searches (Google - as reported)

Page Title	Sessions
Home   Homeland Security	64,670
Blue Campaign   Homeland Security	55,934
Apply for a U.S. Passport   Homeland Security	49,130
REAL ID FAQs   Homeland Security	36,847
Enhanced Drivers Licenses: What Are They?   Homeland Security	25,682
Electronic System for Travel Authorization (ESTA)   Homeland Security	24,780
Visa Waiver Program Requirements   Homeland Security	23,914
DHS Announces Extension of REAL ID Full Enforcement Deadline   Homeland Security	17,277
What Is Human Trafficking?   Homeland Security	17,096
Homeland Security Careers   Homeland Security	16,338

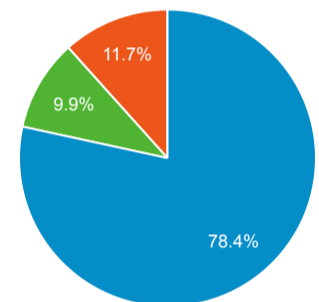
#### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



#### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



# DHS.gov Customer Satisfaction Survey

Time Period: 2/1/2023- 2/28/2023

## Overall Customer Satisfaction Score

**69.25**

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

**65.71**

Answer Choices	Responses	Points	Score
▪ Outstanding	780	100	78000
▪ Above Average	699	75	52425
▪ Average	794	50	39700
▪ Below Average	158	25	3950
▪ Poor	218	0	0
<b>Total</b>	<b>2649</b>		<b>174075</b>

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

**63.76**

Answer Choices	Responses	Points	Score
▪ Yes	1689	100	168900
▪ No	960	0	0
<b>Total</b>	<b>2649</b>		<b>168900</b>

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

**86.34**

Answer Choices	Responses	Points	Score
▪ Yes	1883	100	188300
▪ No	298	0	0
<b>Total</b>	<b>2181</b>		<b>188300</b>

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

**81.43**

Answer Choices	Responses	Points	Score
▪ Yes	1776	100	177600
▪ No	405	0	0
<b>Total</b>	<b>2181</b>		<b>177600</b>

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

**60.52**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1320	100	132000
▪ Had technical difficulties (e.g. error messages, broken links)	109	0	0
▪ Links did not take me where I expected	62	0	0
▪ Links / labels are difficult to understand, they are not intuitive	176	0	0
▪ Navigated to general area but couldn't find the specific content needed	311	0	0
▪ Too many links or navigational choices	90	0	0
▪ Would often feel lost, not know where I was	113	0	0
<b>Total</b>	<b>2181</b>		<b>132000</b>

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

**52.56**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	657	100	65700
▪ I was not sure what words to use in my search	139	0	0
▪ Results were not helpful	188	0	0
▪ Results were not relevant to my search terms or needs	105	0	0
▪ Results were too similar / redundant	39	0	0
▪ Returned not enough or no results	66	0	0
▪ Returned too many results	56	0	0
<b>Total</b>	<b>1250</b>		<b>65700</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 2/1/2023- 2/28/2023

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	104	3.93%
▪ Contact information	106	4.00%
▪ Contracting opportunities	42	1.59%
▪ Cybersecurity	114	4.30%
▪ Disaster assistance	37	1.40%
▪ Email, RSS feeds, or subscription services	21	0.79%
▪ Forms or publications	78	2.94%
▪ Human trafficking	163	6.15%
▪ Immigration and citizenship	197	7.44%
▪ Information about DHS (leadership, history, etc.)	92	3.47%
▪ Jobs / career information	158	5.96%
▪ Law enforcement	47	1.77%
▪ News	51	1.93%
▪ Photographs	9	0.34%
▪ Small business resources	27	1.02%
▪ Training	185	6.98%
▪ Travel	373	14.08%
▪ Videos	14	0.53%
▪ Other	831	31.37%
<b>Total</b>	<b>2649</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	29	4.65%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	485	77.85%
▪ Error on page	32	5.14%
▪ Multimedia / technical problem	41	6.58%
▪ Outdated information	36	5.78%
▪ Other	0	0.00%
<b>Total</b>	<b>623</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	178	8.16%
▪ Educator	119	5.46%
▪ Federal government employee	136	6.24%
▪ First responder / law enforcement official	114	5.23%
▪ Government contractor	110	5.04%
▪ International visitor	76	3.48%
▪ Job seeker	125	5.73%
▪ Media representative	16	0.73%
▪ Non-profit staff or volunteer	104	4.77%
▪ Seeking citizenship or immigration information	86	3.94%
▪ State, tribal, territorial or local government representative	37	1.70%
▪ Student	266	12.20%
▪ Traveler (domestic or international)	382	17.51%
▪ Other	432	19.81%
<b>Total</b>	<b>2181</b>	<b>100%</b>