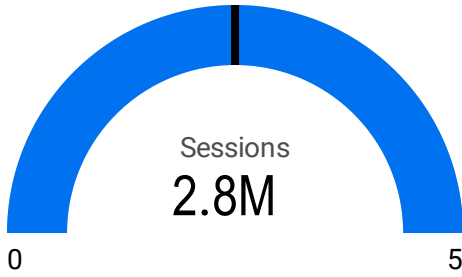




DHS.gov Web Performance Metrics

Google Single Site - DHS.gov



Total users
2.3M
↑ 7.5% from previous 31 days



Average session duration
01:57
↓ -3.5% from previous 31 days



Views
3.9M
↑ 2.6% from previous 31 days



New users
2.1M
↑ 7.1% from previous 31 days



Bounce rate
47.5%
↑ 40.2% from previous 31 days

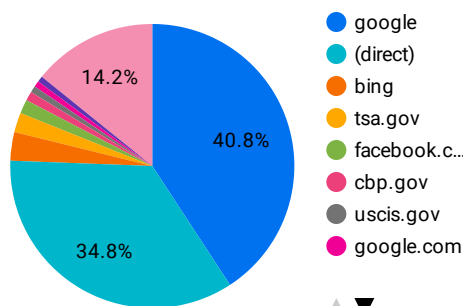


Top Pages

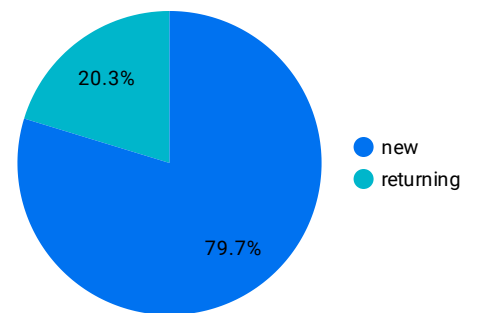
	Page title	Views	Bounce rate
1.	REAL ID Homeland Security	408,915	37.47%
2.	Home Homeland Security	386,717	46.06%
3.	REAL ID FAQs Homeland Security	105,940	34.57%
4.	Check Wait Times Homeland Security	84,088	51.59%
5.	Are You REAL ID Ready	74,252	12.57%
6.	Visa Waiver Program Requirements Homeland Security	53,902	19.58%
7.	Homeland Security Careers Homeland Security	49,794	13.35%
8.	Carter's Story: Blue Campaign Youth Animated Video Series...	47,871	87.12%
9.	Check Immigration Case Status Homeland Security	44,395	57.47%
10.	Home HomelandSecurity	42,841	50.11%
11.	Customer Experience (CX) at DHS Homeland Security	42,517	99.01%
12.	Trusted Traveler Programs Homeland Security	40,696	14.09%
13.	Visa Waiver Program Homeland Security	38,307	11.99%
14.	Site Search Homeland Security	37,885	4.92%
15.	Expo Homeland Security	36,701	53.24%
16.	National Terrorism Advisory System Homeland Security	36,596	37.74%
17.	Science and Technology Directorate Homeland Security	35,193	92.93%
18.	UFLPA Entity List Homeland Security	34,877	40.15%
19.	Understanding Youth Exploitation Homeland Security	34,207	93.85%
20.	Enhanced Drivers Licenses: What Are They	33,570	29.45%

1 - 100 / 24078

Visits by Source



New vs. Returned Visitors



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	linkedin.com	8,713	99.93%	8,219
2.	facebook.com	7,224	100%	7,036
3.	m.facebook.com	6,665	99.95%	6,601
4.	t.co	5,731	99.79%	5,225
5.	reddit.com	1,940	99.95%	1,761
6.	lm.facebook.com	1,715	100%	1,694
7.	l.facebook.com	1,256	99.92%	1,132
8.	l.instagram.com	496	99.6%	478
9.	out.reddit.com	332	100%	317
10.	quora.com	308	99.68%	303

DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2024-5/31/2024

Overall Customer Satisfaction Score

68.02

How would you rate your overall experience today?

65.15

Answer Choices	Responses	Points	Score
▪ Outstanding	839	100	83900
▪ Above Average	712	75	53400
▪ Average	831	50	41550
▪ Below Average	174	25	4350
▪ Poor	256	0	0
Total	2812		183200

Were you able to complete the purpose of your visit?

61.66

Answer Choices	Responses	Points	Score
▪ Yes	1734	100	173400
▪ No	1078	0	0
Total	2812		173400

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

85.41

Answer Choices	Responses	Points	Score
▪ Yes	1955	100	195500
▪ No	334	0	0
Total	2289		195500

Will you recommend this website to a friend or colleague?

80.56

Answer Choices	Responses	Points	Score
▪ Yes	1844	100	184400
▪ No	445	0	0
Total	2289		184400

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

59.76

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1368	100	136800
▪ Had technical difficulties (e.g. error messages, broken links)	102	0	0
▪ Links did not take me where I expected	80	0	0
▪ Links / labels are difficult to understand, they are not intuitive	196	0	0
▪ Navigated to general area but couldn't find the specific content needed	303	0	0
▪ Too many links or navigational choices	107	0	0
▪ Would often feel lost, not know where I was	133	0	0
Total	2289		136800

How was your experience using our site search?

50.87

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	700	100	70000
▪ I was not sure what words to use in my search	150	0	0
▪ Results were not helpful	208	0	0
▪ Results were not relevant to my search terms or needs	104	0	0
▪ Results were too similar / redundant	45	0	0
▪ Returned not enough or no results	115	0	0
▪ Returned too many results	54	0	0
Total	1376		70000

DHS.gov Customer Satisfaction Survey

Time Period: 5/1/2024-5/31/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	96	3.41%
▪ Contact information	113	4.02%
▪ Contracting opportunities	37	1.32%
▪ Cybersecurity	136	4.84%
▪ Disaster assistance	38	1.35%
▪ Email, RSS feeds, or subscription services	18	0.64%
▪ Forms or publications	61	2.17%
▪ Human trafficking	110	3.91%
▪ Immigration and citizenship	195	6.93%
▪ Information about DHS (leadership, history, etc.)	62	2.20%
▪ Jobs / career information	246	8.75%
▪ Law enforcement	85	3.02%
▪ News	64	2.28%
▪ Photographs	8	0.28%
▪ Small business resources	22	0.78%
▪ Training	175	6.22%
▪ Travel	379	13.48%
▪ Videos	16	0.57%
▪ Other	951	33.82%
Total	2812	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	28	3.83%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	573	78.39%
▪ Error on page	55	7.52%
▪ Multimedia / technical problem	30	4.10%
▪ Outdated information	45	6.16%
▪ Other	0	0.00%
Total	731	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	174	7.60%
▪ Educator	117	5.11%
▪ Federal government employee	146	6.38%
▪ First responder / law enforcement official	96	4.19%
▪ Government contractor	120	5.24%
▪ International visitor	63	2.75%
▪ Job seeker	227	9.92%
▪ Media representative	16	0.70%
▪ Non-profit staff or volunteer	74	3.23%
▪ Seeking citizenship or immigration information	93	4.06%
▪ State, tribal, territorial or local government representative	51	2.23%
▪ Student	256	11.18%
▪ Traveler (domestic or international)	415	18.13%
▪ Other	441	19.27%
Total	2289	100%