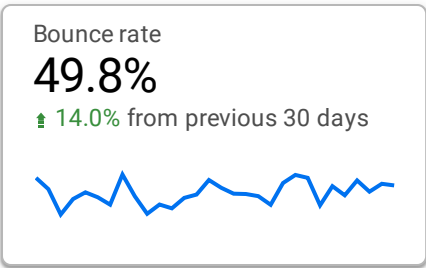
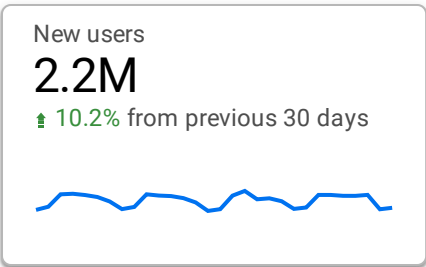
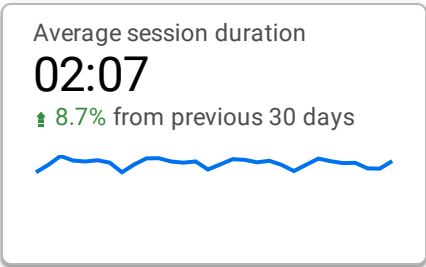
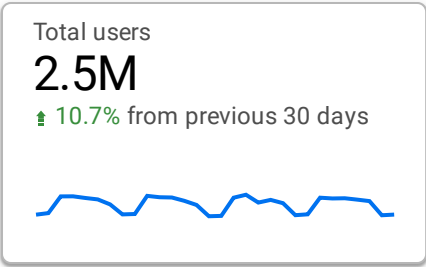
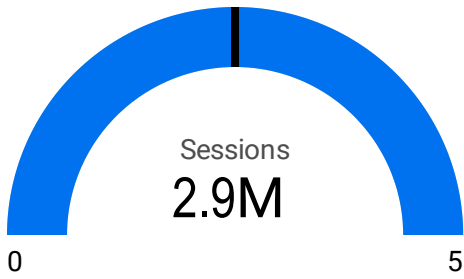


DHS.gov Web Performance Metrics

Google Single Site - DHS.gov

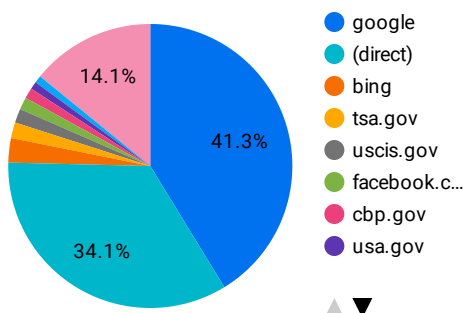


Top Pages

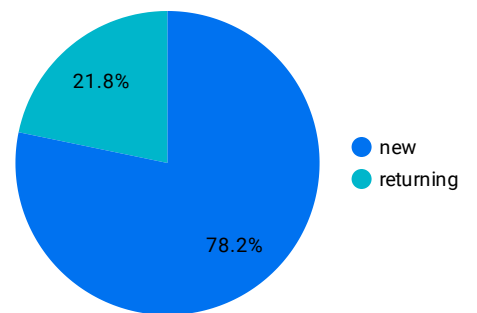
	Page title	Views	Bounce rate
1.	Home Homeland Security	448,512	47.63%
2.	REAL ID Homeland Security	355,296	40.75%
3.	Expo Homeland Security	170,819	58.38%
4.	Fact Sheet: DHS Announces New Process to Promote the U...	157,579	52.02%
5.	Understanding Youth Exploitation Homeland Security	121,516	92.73%
6.	National Terrorism Advisory System Homeland Security	114,284	36.68%
7.	REAL ID FAQs Homeland Security	89,354	36.84%
8.	Check Wait Times Homeland Security	85,800	53.4%
9.	Visa Waiver Program Requirements Homeland Security	83,937	26.84%
10.	Secretary Mayorkas Announces Extension and Redesignati...	75,160	56.63%
11.	Site Search Homeland Security	70,309	15.44%
12.	Website Privacy Policy Homeland Security	66,578	81.86%
13.	Homeland Security Careers Homeland Security	61,695	17.27%
14.	Hoja informativa: DHS anuncia un nuevo proceso para pro...	48,137	47.54%
15.	Visa Waiver Program Homeland Security	45,446	15.3%
16.	Know2Protect Homeland Security	44,746	71.69%
17.	Customer Experience (CX) at DHS Homeland Security	42,619	99.03%
18.	Trusted Traveler Programs Homeland Security	40,491	11.97%
19.	Are You REAL ID Ready	39,702	17.51%
20.	Fact Sheet: Presidential Proclamation to Suspend and Limit...	35,294	42%

1 - 100 / 20577

Visits by Source



New vs. Returned Visitors



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	facebook.com	21,922	99.95%	21,889
2.	m.facebook.com	17,605	99.91%	17,642
3.	linkedin.com	12,419	99.9%	11,612
4.	instagram.com	12,326	99.99%	12,278
5.	t.co	8,717	99.83%	7,821
6.	lm.facebook.com	4,745	99.79%	4,755
7.	reddit.com	2,944	99.73%	2,537
8.	l.facebook.com	2,889	99.79%	2,578
9.	l.instagram.com	2,728	99.93%	2,714
10.	Inkd.in	1,249	99.76%	1,005

DHS.gov Customer Satisfaction Survey

Time Period:6/1/2024-6/30/2024

Overall Customer Satisfaction Score

68.93

How would you rate your overall experience today?

66.13

Answer Choices	Responses	Points	Score
▪ Outstanding	943	100	94300
▪ Above Average	774	75	58050
▪ Average	852	50	42600
▪ Below Average	182	25	4550
▪ Poor	266	0	0
Total	3017		199500

Were you able to complete the purpose of your visit?

62.91

Answer Choices	Responses	Points	Score
▪ Yes	1898	100	189800
▪ No	1119	0	0
Total	3017		189800

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

86.72

Answer Choices	Responses	Points	Score
▪ Yes	2142	100	214200
▪ No	328	0	0
Total	2470		214200

Will you recommend this website to a friend or colleague?

81.09

Answer Choices	Responses	Points	Score
▪ Yes	2003	100	200300
▪ No	467	0	0
Total	2470		200300

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

60.36

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1491	100	149100
▪ Had technical difficulties (e.g. error messages, broken links)	110	0	0
▪ Links did not take me where I expected	72	0	0
▪ Links / labels are difficult to understand, they are not intuitive	197	0	0
▪ Navigated to general area but couldn't find the specific content needed	327	0	0
▪ Too many links or navigational choices	124	0	0
▪ Would often feel lost, not know where I was	149	0	0
Total	2470		149100

How was your experience using our site search?

51.12

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	752	100	75200
▪ I was not sure what words to use in my search	162	0	0
▪ Results were not helpful	225	0	0
▪ Results were not relevant to my search terms or needs	119	0	0
▪ Results were too similar / redundant	43	0	0
▪ Returned not enough or no results	102	0	0
▪ Returned too many results	68	0	0
Total	1471		75200

DHS.gov Customer Satisfaction Survey

Time Period:6/1/2024-6/30/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	110	3.65%
▪ Contact information	81	2.68%
▪ Contracting opportunities	50	1.66%
▪ Cybersecurity	127	4.21%
▪ Disaster assistance	46	1.52%
▪ Email, RSS feeds, or subscription services	21	0.70%
▪ Forms or publications	73	2.42%
▪ Human trafficking	119	3.94%
▪ Immigration and citizenship	328	10.87%
▪ Information about DHS (leadership, history, etc.)	68	2.25%
▪ Jobs / career information	352	11.67%
▪ Law enforcement	61	2.02%
▪ News	72	2.39%
▪ Photographs	9	0.30%
▪ Small business resources	19	0.63%
▪ Training	159	5.27%
▪ Travel	364	12.06%
▪ Videos	35	1.16%
▪ Other	923	30.59%
Total	3017	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	31	4.18%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	581	78.41%
▪ Error on page	53	7.15%
▪ Multimedia / technical problem	33	4.45%
▪ Outdated information	43	5.80%
▪ Other	0	0.00%
Total	741	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	162	6.56%
▪ Educator	137	5.55%
▪ Federal government employee	147	5.95%
▪ First responder / law enforcement official	91	3.68%
▪ Government contractor	135	5.47%
▪ International visitor	67	2.71%
▪ Job seeker	266	10.77%
▪ Media representative	15	0.61%
▪ Non-profit staff or volunteer	64	2.59%
▪ Seeking citizenship or immigration information	184	7.45%
▪ State, tribal, territorial or local government representative	33	1.34%
▪ Student	248	10.04%
▪ Traveler (domestic or international)	379	15.34%
▪ Other	542	21.94%
Total	2470	100%