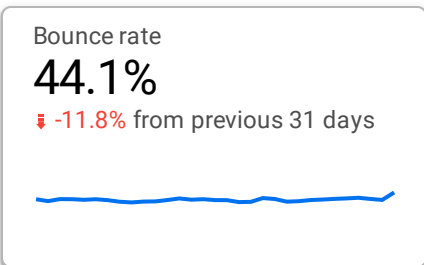
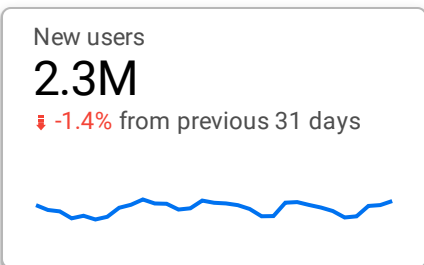
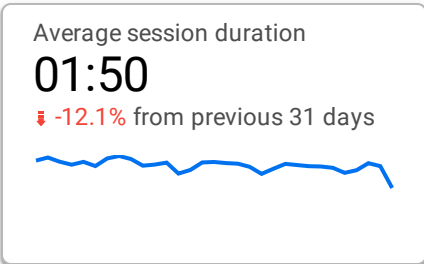
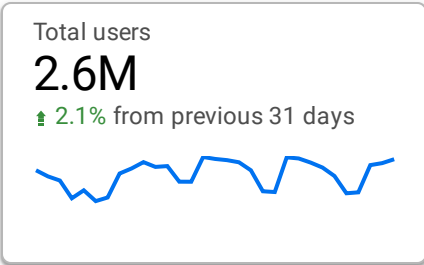
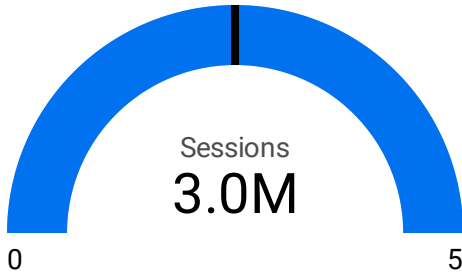


DHS.gov Web Performance Metrics

Google Single Site - DHS.gov

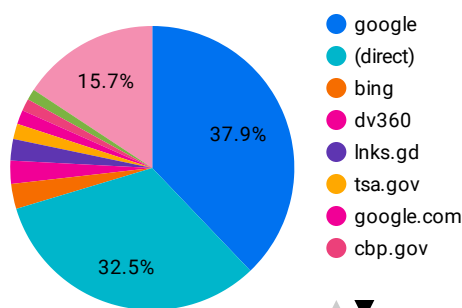


Top Pages

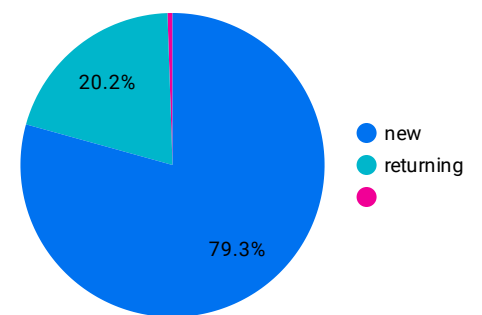
	Page title	Views	Bounce rate
1.	Home Homeland Security	488,424	46.43%
2.	REAL ID Homeland Security	430,235	45.28%
3.	Welcome to the "If You See Something, Say Something®" C...	242,549	86.72%
4.	National Terrorism Advisory System Homeland Security	229,786	36.36%
5.	Website Privacy Policy Homeland Security	138,121	66.28%
6.	Check Wait Times Homeland Security	97,649	53.88%
7.	2024 Secretary's Awards Homeland Security	86,999	19.1%
8.	REAL ID FAQs Homeland Security	84,739	35.49%
9.	Site Search Homeland Security	71,373	15.7%
10.	Are You REAL ID Ready? Homeland Security	71,348	12.91%
11.	Visa Waiver Program Requirements Homeland Security	70,494	25.42%
12.	Fact Sheet: DHS Announces New Process to Promote the U...	68,274	48.06%
13.	Homeland Security Careers Homeland Security	57,576	17.45%
14.	Visa Waiver Program Homeland Security	46,672	15.2%
15.	Understanding Youth Exploitation Homeland Security	44,981	91.36%
16.	Trusted Traveler Programs Homeland Security	43,851	11.65%
17.	Customer Experience (CX) at DHS Homeland Security	43,616	98.18%
18.	Enhanced Drivers Licenses: What Are They? Homeland Sec...	36,081	33.37%
19.	Science and Technology Directorate Homeland Security	35,454	91.25%
20.	How to Report Suspicious Activity Homeland Security	35,305	29.02%

1 - 100 / 15759 < >

Visits by Source



New vs. Returned Visitors



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	facebook	18,234	98.74%	17,871
2.	m.facebook.com	13,127	97.87%	13,001
3.	linkedin.com	7,206	99.51%	6,688
4.	t.co	6,238	99.2%	5,407
5.	twitter	5,398	98.44%	5,352
6.	facebook.com	4,811	99.36%	4,867
7.	lm.facebook.com	2,134	98.55%	2,100
8.	l.facebook.com	1,937	98.04%	1,707
9.	reddit.com	1,653	98.97%	1,497
10.	instagram.com	905	99.78%	895

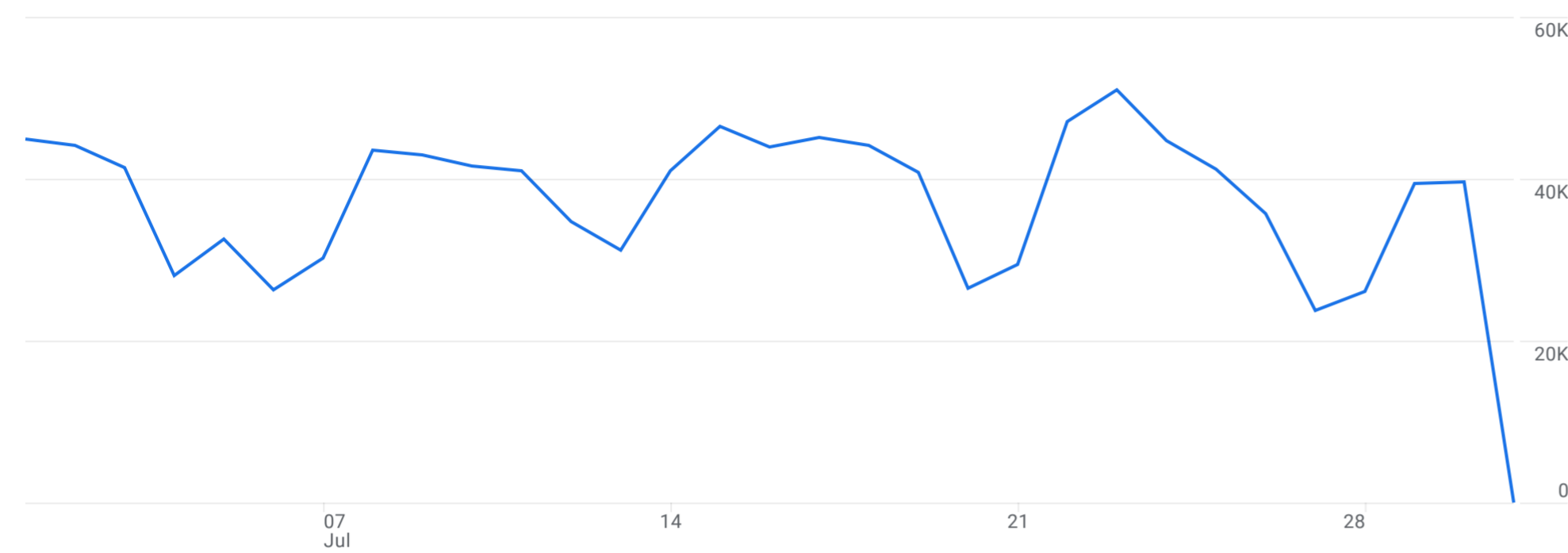
All Users Add comparison

Custom Jul 1 - Jul 31, 2024

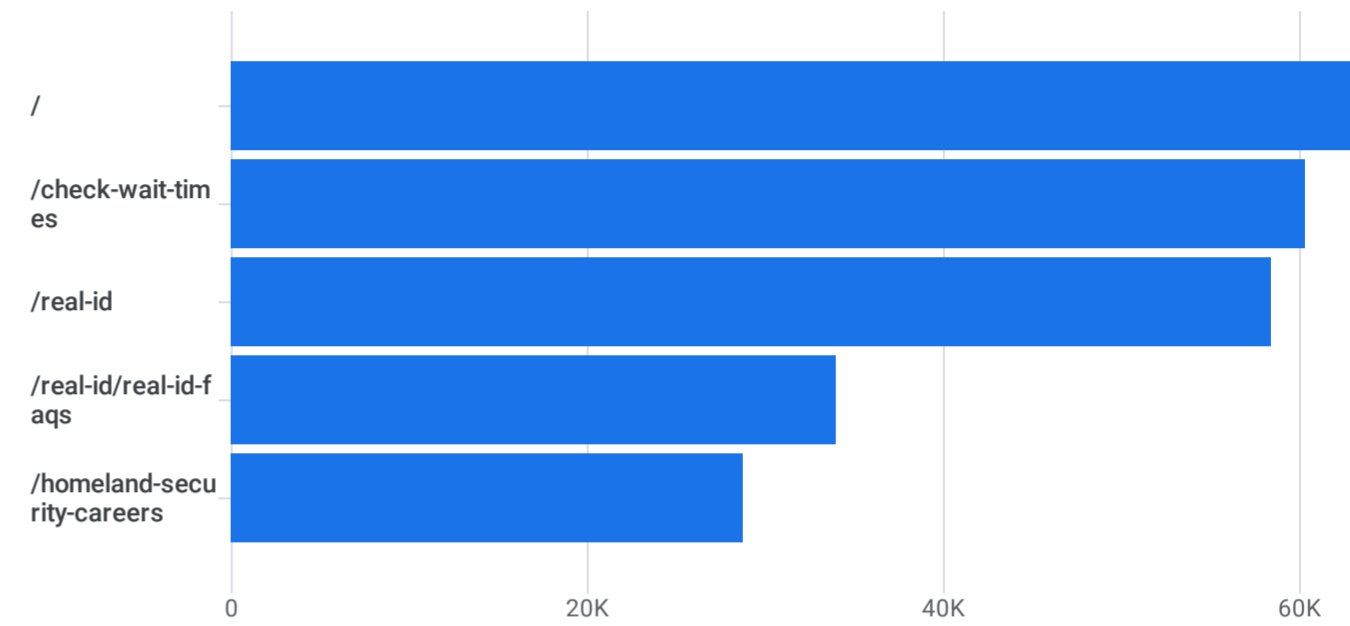
Google organic search traffic: Landing page + query string

Stream ID exactly matche...

Organic Google Search clicks over time



Organic Google Search clicks by Landing page + query string



Search...

Rows per page: 10 Go to: 1 1-10 of 19537

Landing page + query string	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Users	Engaged sessions	Engagement rate	Average engagement time	Event count	Key events	Ad revenue
	1,188,055 100% of total	84,375,809 100% of total	1.41% Avg 0%	12.73 100% of total	795,327 100% of total	844,419 100% of total	89.43% Avg 0%	1m 08s Avg 0%	8,130,561 100% of total	3,369,589.00 100% of total	\$0.00
1 /	68,436	1,662,336	4.12%	20.18	59,044	58,452	87.25%	1m 35s	942,576	411,718.00	\$0.00
2 /check-wait-times	60,331	753,979	8%	13.12	53,346	50,389	91.55%	13s	348,475	148,894.00	\$0.00
3 /real-id	58,396	1,964,359	2.97%	12.03	52,638	51,678	94.74%	51s	439,490	178,222.00	\$0.00
4 /real-id/real-id-faqs	33,969	2,903,682	1.17%	13.44	29,622	25,025	81.73%	1m 26s	165,578	42,404.00	\$0.00
5 /homeland-security-careers	28,731	1,086,613	2.64%	38.34	22,907	23,342	95.4%	59s	334,248	153,702.00	\$0.00
6 /trusted-traveler-programs	25,303	813,407	3.11%	8.49	20,741	20,371	89.93%	18s	165,943	75,370.00	\$0.00
7 /enhanced-drivers-licenses-what-are-they	24,223	419,052	5.78%	10.98	21,687	22,052	95.07%	44s	140,028	49,307.00	\$0.00
8 /national-terrorism-advisory-system	23,348	315,429	7.4%	10.50	20,566	20,307	94.32%	32s	160,016	59,462.00	\$0.00
9 /check-immigration-case-status	18,381	871,959	2.11%	7.35	14,747	16,013	98.02%	15s	116,508	50,198.00	\$0.00
10 /visa-waiver-program-requirements	14,738	897,048	1.64%	30.78	13,506	14,015	97.41%	50s	105,902	45,028.00	\$0.00

DHS.gov Customer Satisfaction Survey

Time Period:7/1/2024-7/31/2024

Overall Customer Satisfaction Score

68.14

How would you rate your overall experience today?

64.20

Answer Choices	Responses	Points	Score
▪ Outstanding	953	100	95300
▪ Above Average	773	75	57975
▪ Average	896	50	44800
▪ Below Average	207	25	5175
▪ Poor	337	0	0
Total	3166		203250

Were you able to complete the purpose of your visit?

64.28

Answer Choices	Responses	Points	Score
▪ Yes	2035	100	203500
▪ No	1131	0	0
Total	3166		203500

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

85.66

Answer Choices	Responses	Points	Score
▪ Yes	2151	100	215100
▪ No	360	0	0
Total	2511		215100

Will you recommend this website to a friend or colleague?

79.77

Answer Choices	Responses	Points	Score
▪ Yes	2003	100	200300
▪ No	508	0	0
Total	2511		200300

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

59.98

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1506	100	150600
▪ Had technical difficulties (e.g. error messages, broken links)	111	0	0
▪ Links did not take me where I expected	73	0	0
▪ Links / labels are difficult to understand, they are not intuitive	210	0	0
▪ Navigated to general area but couldn't find the specific content needed	353	0	0
▪ Too many links or navigational choices	117	0	0
▪ Would often feel lost, not know where I was	141	0	0
Total	2511		150600

How was your experience using our site search?

49.87

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	762	100	76200
▪ I was not sure what words to use in my search	153	0	0
▪ Results were not helpful	259	0	0
▪ Results were not relevant to my search terms or needs	120	0	0
▪ Results were too similar / redundant	53	0	0
▪ Returned not enough or no results	110	0	0
▪ Returned too many results	71	0	0
Total	1528		76200

DHS.gov Customer Satisfaction Survey

Time Period:7/1/2024-7/31/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	137	4.33%
▪ Contact information	139	4.39%
▪ Contracting opportunities	40	1.26%
▪ Cybersecurity	144	4.55%
▪ Disaster assistance	69	2.18%
▪ Email, RSS feeds, or subscription services	38	1.20%
▪ Forms or publications	82	2.59%
▪ Human trafficking	128	4.04%
▪ Immigration and citizenship	242	7.64%
▪ Information about DHS (leadership, history, etc.)	78	2.46%
▪ Jobs / career information	273	8.62%
▪ Law enforcement	86	2.72%
▪ News	92	2.91%
▪ Photographs	15	0.47%
▪ Small business resources	27	0.85%
▪ Training	169	5.34%
▪ Travel	379	11.97%
▪ Videos	31	0.98%
▪ Other	997	31.49%
Total	3166	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	35	4.69%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	558	74.80%
▪ Error on page	57	7.64%
▪ Multimedia / technical problem	31	4.16%
▪ Outdated information	65	8.71%
▪ Other	0	0.00%
Total	746	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	157	6.25%
▪ Educator	123	4.90%
▪ Federal government employee	191	7.61%
▪ First responder / law enforcement official	138	5.50%
▪ Government contractor	143	5.69%
▪ International visitor	52	2.07%
▪ Job seeker	204	8.12%
▪ Media representative	19	0.76%
▪ Non-profit staff or volunteer	86	3.42%
▪ Seeking citizenship or immigration information	154	6.13%
▪ State, tribal, territorial or local government representative	41	1.63%
▪ Student	231	9.20%
▪ Traveler (domestic or international)	420	16.73%
▪ Other	552	21.98%
Total	2511	100%