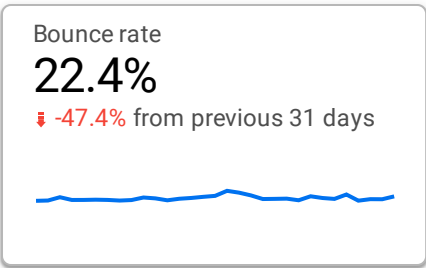
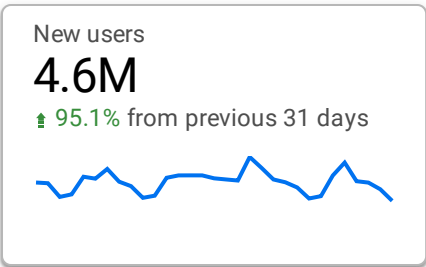
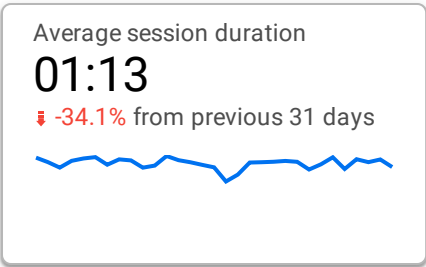
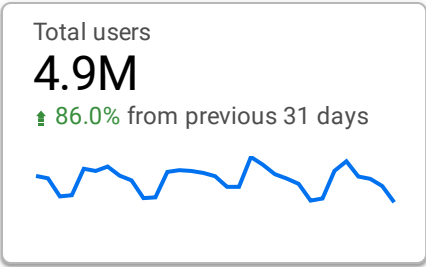
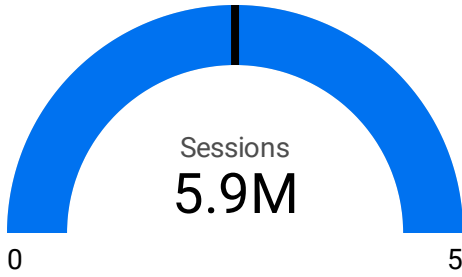


DHS.gov Web Performance Metrics

Google Single Site - DHS.gov

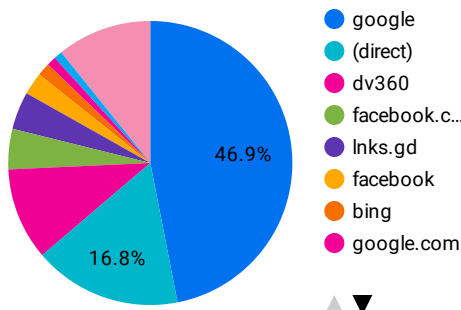


Top Pages

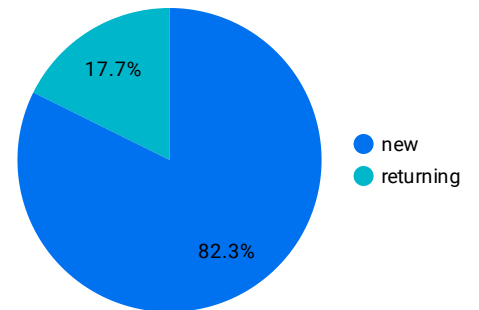
	Page title	Views	Bounce rate
1.	Welcome to the "If You See Something, Say Something®" C...	1,506,852	83.01%
2.	Blue Campaign Homeland Security	707,050	79.79%
3.	Home Homeland Security	609,216	60.87%
4.	REAL ID Homeland Security	529,322	46.68%
5.	Youth and Human Trafficking Homeland Security	506,179	92.88%
6.	Recognize Suspicious Activity Homeland Security	270,514	85.25%
7.	National Terrorism Advisory System Homeland Security	247,071	33.45%
8.	Website Privacy Policy Homeland Security	198,022	82.67%
9.	Protect Native Communities from Human Trafficking Hom...	152,771	93.08%
10.	How to Report Suspicious Activity Homeland Security	147,611	79.15%
11.	Juventud y Trata de Personas Homeland Security	91,688	90.97%
12.	REAL ID FAQs Homeland Security	90,065	34.88%
13.	Check Wait Times Homeland Security	79,518	53.56%
14.	Site Search Homeland Security	77,748	13.46%
15.	Are You REAL ID Ready? Homeland Security	77,226	12.31%
16.	Visa Waiver Program Requirements Homeland Security	75,101	26.92%
17.	Fact Sheet: DHS Announces New Process to Promote the U...	70,970	45.59%
18.	Homeland Security Careers Homeland Security	55,932	17.35%
19.	Visa Waiver Program Homeland Security	46,432	14.36%
20.	Trusted Traveler Programs Homeland Security	44,227	10.93%

1 - 100 / 16816

Visits by Source



New vs. Returned Visitors



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	facebook.com	130,249	99.98%	129,483
2.	facebook	41,813	99.99%	39,375
3.	m.facebook.com	18,501	99.94%	18,056
4.	twitter	12,822	99.93%	12,788
5.	t.co	4,307	99.79%	3,547
6.	linkedin.com	3,500	99.86%	2,947
7.	l.facebook.com	2,395	99.75%	2,108
8.	lm.facebook.com	1,836	100%	1,808
9.	reddit.com	1,830	99.95%	1,669
10.	l.instagram.com	621	100%	601

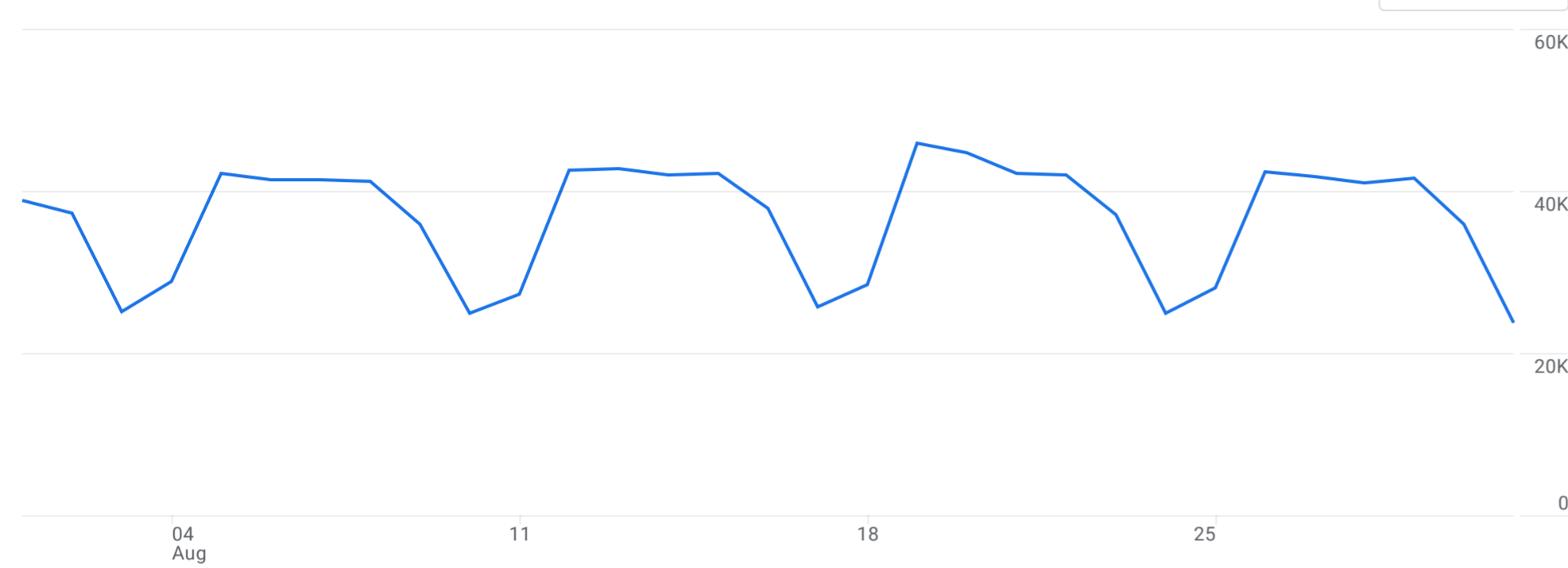
All Users Add comparison

Custom Aug 1 - Aug 31, 2024

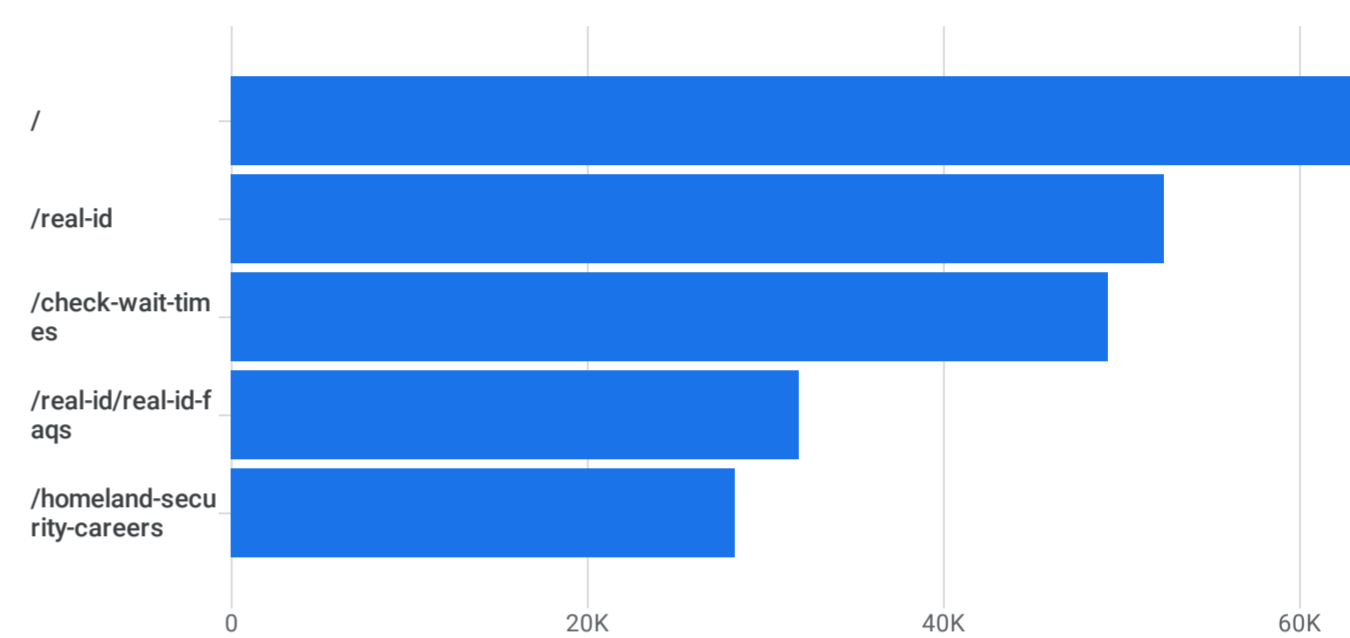
Google organic search traffic: Landing page + query string

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 21041

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
	1,174,192 100% of total	84,567,486 100% of total	1.39% Avg 0%	12.95 100% of total	772,430 100% of total	781,660 100% of total	90.28% Avg 0%	1m 14s Avg 0%	7,985,811 100% of total	3,345,241.00 100% of total	\$0.00
1 /	67,606	1,799,612	3.76%	19.59	57,517	58,045	87.5%	1m 40s	960,022	422,335.00	\$0.00
2 /real-id	52,380	1,965,847	2.66%	12.15	46,752	44,300	94.66%	52s	399,742	164,365.00	\$0.00
3 /check-wait-times	49,262	607,677	8.11%	18.56	42,947	40,871	91.15%	12s	274,859	116,553.00	\$0.00
4 /real-id/real-id-faqs	31,892	2,972,151	1.07%	13.32	27,970	23,607	81.4%	1m 26s	158,209	42,149.00	\$0.00
5 /homeland-security-careers	28,308	1,184,651	2.39%	38.13	21,628	21,515	95.56%	1m 02s	318,071	147,323.00	\$0.00
6 /trusted-traveler-programs	26,014	887,880	2.93%	8.46	20,779	20,234	90.11%	17s	169,804	78,416.00	\$0.00
7 /enhanced-drivers-licenses-what-are-they	21,643	460,898	4.7%	10.72	19,413	19,393	95.66%	44s	124,667	44,713.00	\$0.00
8 /visa-waiver-program-requirements	21,529	1,082,367	1.99%	27.52	19,368	19,940	98.04%	48s	149,730	63,964.00	\$0.00
9 /news/2024/06/17/fact-sheet-dhs-announces-new-process-promote-unity-and-stability-families	16,681	696,166	2.4%	18.53	15,365	17,700	92.68%	1m 50s	158,707	67,966.00	\$0.00
10 /medialibrary/collections/23518	14,803	633,397	2.34%	13.54	7,491	4,290	56.2%	3s	41,039	12,110.00	\$0.00

DHS.gov Customer Satisfaction Survey

Time Period:8/1/2024-8/31/2024

Overall Customer Satisfaction Score

67.27

How would you rate your overall experience today?

63.95

Answer Choices	Responses	Points	Score
▪ Outstanding	955	100	95500
▪ Above Average	801	75	60075
▪ Average	911	50	45550
▪ Below Average	228	25	5700
▪ Poor	339	0	0
Total	3234		206825

Were you able to complete the purpose of your visit?

62.74

Answer Choices	Responses	Points	Score
▪ Yes	2029	100	202900
▪ No	1205	0	0
Total	3234		202900

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

85.30

Answer Choices	Responses	Points	Score
▪ Yes	2141	100	214100
▪ No	369	0	0
Total	2510		214100

Will you recommend this website to a friend or colleague?

80.32

Answer Choices	Responses	Points	Score
▪ Yes	2016	100	201600
▪ No	494	0	0
Total	2510		201600

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

57.69

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1448	100	144800
▪ Had technical difficulties (e.g. error messages, broken links)	112	0	0
▪ Links did not take me where I expected	92	0	0
▪ Links / labels are difficult to understand, they are not intuitive	237	0	0
▪ Navigated to general area but couldn't find the specific content needed	367	0	0
▪ Too many links or navigational choices	112	0	0
▪ Would often feel lost, not know where I was	142	0	0
Total	2510		144800

How was your experience using our site search?

48.77

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	753	100	75300
▪ I was not sure what words to use in my search	172	0	0
▪ Results were not helpful	265	0	0
▪ Results were not relevant to my search terms or needs	130	0	0
▪ Results were too similar / redundant	49	0	0
▪ Returned not enough or no results	110	0	0
▪ Returned too many results	65	0	0
Total	1544		75300

DHS.gov Customer Satisfaction Survey

Time Period:8/1/2024-8/31/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	139	4.30%
▪ Contact information	140	4.33%
▪ Contracting opportunities	49	1.52%
▪ Cybersecurity	135	4.17%
▪ Disaster assistance	51	1.58%
▪ Email, RSS feeds, or subscription services	26	0.80%
▪ Forms or publications	103	3.18%
▪ Human trafficking	184	5.69%
▪ Immigration and citizenship	231	7.14%
▪ Information about DHS (leadership, history, etc.)	78	2.41%
▪ Jobs / career information	260	8.04%
▪ Law enforcement	77	2.38%
▪ News	85	2.63%
▪ Photographs	17	0.53%
▪ Small business resources	32	0.99%
▪ Training	177	5.47%
▪ Travel	345	10.67%
▪ Videos	34	1.05%
▪ Other	1071	33.12%
Total	3234	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	39	4.91%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	617	77.61%
▪ Error on page	54	6.79%
▪ Multimedia / technical problem	39	4.91%
▪ Outdated information	46	5.79%
▪ Other	0	0.00%
Total	795	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	184	7.33%
▪ Educator	146	5.82%
▪ Federal government employee	145	5.78%
▪ First responder / law enforcement official	106	4.22%
▪ Government contractor	128	5.10%
▪ International visitor	60	2.39%
▪ Job seeker	210	8.37%
▪ Media representative	8	0.32%
▪ Non-profit staff or volunteer	88	3.51%
▪ Seeking citizenship or immigration information	157	6.25%
▪ State, tribal, territorial or local government representative	56	2.23%
▪ Student	194	7.73%
▪ Traveler (domestic or international)	430	17.13%
▪ Other	598	23.82%
Total	2510	100%