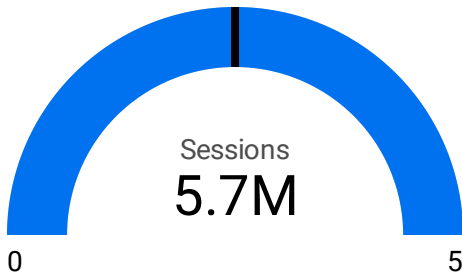




DHS.gov Web Performance Metrics

Google Single Site - DHS.gov



Total users

4.6M

↓ -3.8% from previous 30 days



Average session duration

01:21

↑ 11.5% from previous 30 days



Views

8.0M

↑ 2.1% from previous 30 days



New users

4.2M

↓ -7.5% from previous 30 days



Bounce rate

44.6%

↑ 94.2% from previous 30 days



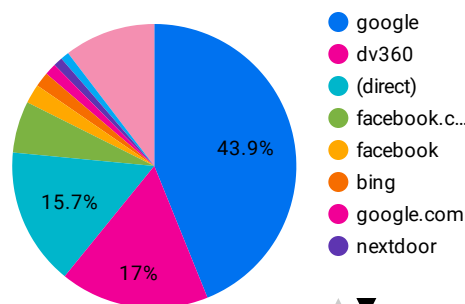
Top Pages

	Page title	Views	Bounce rate
1.	Blue Campaign Homeland Security	1,751,183	77.09%
2.	Welcome to the "If You See Something, Say Something®" C...	1,016,802	81.78%
3.	Home Homeland Security	455,576	45.96%
4.	REAL ID Homeland Security	454,602	47.53%
5.	Youth and Human Trafficking Homeland Security	434,313	94.04%
6.	If You See Something, Say Something® Awareness Day Ho...	332,928	80.08%
7.	National Terrorism Advisory System Homeland Security	219,901	32.85%
8.	Recognize Suspicious Activity Homeland Security	152,397	79.14%
9.	Protect Native Communities from Human Trafficking Hom...	118,484	92.85%
10.	Website Privacy Policy Homeland Security	93,554	51.35%
11.	Juventud y Trata de Personas Homeland Security	84,068	91.41%
12.	REAL ID FAQs Homeland Security	78,336	34.75%
13.	Check Wait Times Homeland Security	76,326	55.37%
14.	Visa Waiver Program Requirements Homeland Security	72,823	28.9%
15.	Site Search Homeland Security	69,819	14.45%
16.	Are You REAL ID Ready? Homeland Security	62,293	11.51%
17.	Homeland Security Careers Homeland Security	54,803	17.48%
18.	Visa Waiver Program Homeland Security	44,665	15.7%
19.	How to Report Suspicious Activity Homeland Security	44,609	37.91%
20.	Customer Experience (CX) at DHS Homeland Security	41,909	98.88%

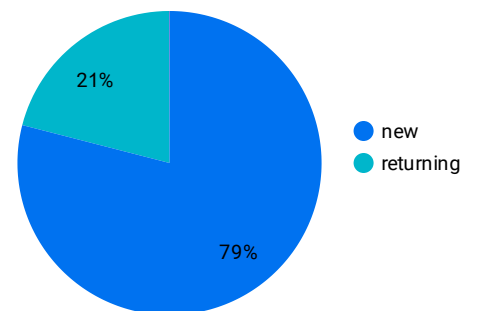
1 - 100 / 15706



Visits by Source



New vs. Returned Visitors



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	facebook.com	157,916	99.96%	150,056
2.	facebook	36,073	99.96%	34,846
3.	m.facebook.com	19,552	98.5%	19,009
4.	t.co	5,422	98.73%	4,841
5.	twitter	5,213	99.96%	5,210
6.	linkedin.com	4,544	99.36%	4,021
7.	lm.facebook.com	2,244	99.02%	2,200
8.	l.facebook.com	2,157	98.89%	1,916
9.	reddit.com	1,958	98.67%	1,822
10.	snapchat	750	99.87%	746

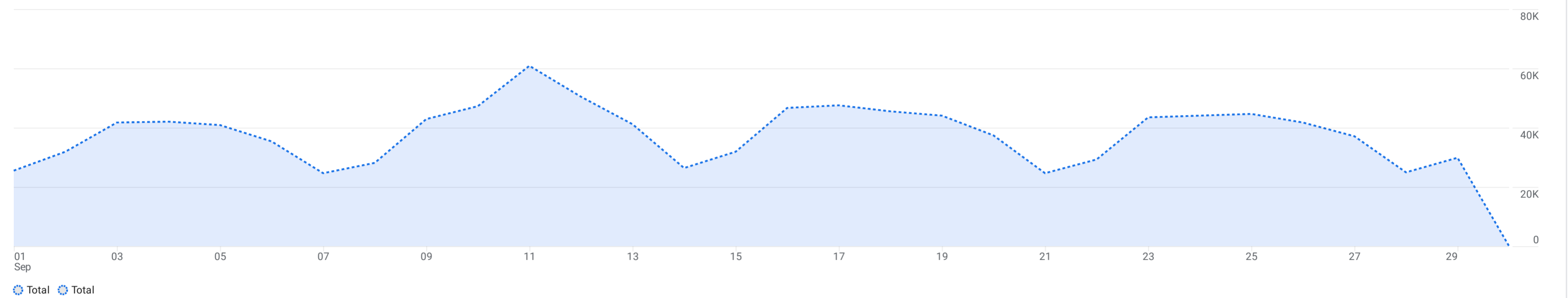
All Users Add comparison

Custom Sep 1 - Sep 30, 2024

Google organic search traffic: Landing page + query string

Stream ID exactly matche...

Organic Google Search clicks over time



Search... Rows per page: 10 Go to: 1 1-10 of 19230

Landing page + query string	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users	Engaged sessions	Engagement rate	Average engagement time per active user	Event count	Key events	Ad revenue
Total	1,144,750 100% of total	82,646,585 100% of total	1.39% Avg 0%	13.15 100% of total	786,198 100% of total	801,708 100% of total	90.63% Avg 0%	1m 13s Avg 0%	8,020,182 100% of total	3,333,764.00 100% of total	\$0.00
1 /	61,595	1,529,732	4.03%	21.85	56,316	53,224	88.57%	1m 33s	878,111	386,817.00	\$0.00
2 /check-wait-times	48,766	629,071	7.75%	19.54	43,437	42,401	91.02%	11s	280,207	117,162.00	\$0.00
3 /real-id	46,858	1,929,190	2.43%	12.44	43,283	43,362	94.66%	52s	375,608	156,043.00	\$0.00
4 /real-id/real-id-faqs	27,864	2,751,469	1.01%	13.75	25,946	22,660	82.2%	1m 27s	148,361	40,205.00	\$0.00
5 /homeland-security-careers	26,905	1,133,209	2.37%	40.35	21,325	21,203	94.21%	1m 09s	319,643	148,597.00	\$0.00
6 /visa-waiver-program-requirements	22,393	939,742	2.38%	28.08	20,823	21,259	98.01%	46s	159,608	68,195.00	\$0.00
7 /immigrationlaws	17,582	703,646	2.5%	11.01	15,838	16,020	90.79%	1m 23s	109,426	39,389.00	\$0.00
8 /sites/default/files/2024-05/2024_0418_ohss_estimates-of-the-unauthorized-immigrant-population-residing-in-the-united-states-january-2018%E2%80%93january-2022.pdf	17,011	150,192	11.33%	9.01	0	0	0%	0s	0	0.00	\$0.00
9 /enhanced-drivers-licenses-what-are-they	16,096	341,927	4.71%	12.31	15,131	14,786	94.43%	51s	97,827	35,113.00	\$0.00
10 /employee-resources/news/2021/09/08/911-stories-i-was-inside-world-trade-center-when-it-happened	14,975	587,955	2.55%	11.90	13,936	13,418	92.12%	2m 52s	93,247	36,075.00	\$0.00

DHS.gov Customer Satisfaction Survey

Time Period:9/1/2024-9/30/2024

Overall Customer Satisfaction Score

68.28

How would you rate your overall experience today?

64.74

Answer Choices	Responses	Points	Score
▪ Outstanding	978	100	97800
▪ Above Average	744	75	55800
▪ Average	900	50	45000
▪ Below Average	213	25	5325
▪ Poor	315	0	0
Total	3150		203925

Were you able to complete the purpose of your visit?

63.24

Answer Choices	Responses	Points	Score
▪ Yes	1992	100	199200
▪ No	1158	0	0
Total	3150		199200

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

85.29

Answer Choices	Responses	Points	Score
▪ Yes	2145	100	214500
▪ No	370	0	0
Total	2515		214500

Will you recommend this website to a friend or colleague?

80.48

Answer Choices	Responses	Points	Score
▪ Yes	2024	100	202400
▪ No	491	0	0
Total	2515		202400

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

59.24

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1490	100	149000
▪ Had technical difficulties (e.g. error messages, broken links)	121	0	0
▪ Links did not take me where I expected	74	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	335	0	0
▪ Too many links or navigational choices	110	0	0
▪ Would often feel lost, not know where I was	148	0	0
Total	2515		149000

How was your experience using our site search?

51.93

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	156	0	0
▪ Results were not helpful	196	0	0
▪ Results were not relevant to my search terms or needs	111	0	0
▪ Results were too similar / redundant	54	0	0
▪ Returned not enough or no results	109	0	0
▪ Returned too many results	70	0	0
Total	1448		75200

DHS.gov Customer Satisfaction Survey

Time Period:9/1/2024-9/30/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	144	4.57%
▪ Contact information	127	4.03%
▪ Contracting opportunities	49	1.56%
▪ Cybersecurity	138	4.38%
▪ Disaster assistance	56	1.78%
▪ Email, RSS feeds, or subscription services	21	0.67%
▪ Forms or publications	71	2.25%
▪ Human trafficking	195	6.19%
▪ Immigration and citizenship	173	5.49%
▪ Information about DHS (leadership, history, etc.)	95	3.02%
▪ Jobs / career information	264	8.38%
▪ Law enforcement	103	3.27%
▪ News	76	2.41%
▪ Photographs	11	0.35%
▪ Small business resources	19	0.60%
▪ Training	194	6.16%
▪ Travel	319	10.13%
▪ Videos	39	1.24%
▪ Other	1056	33.52%
Total	3150	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	36	4.83%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	566	75.97%
▪ Error on page	43	5.77%
▪ Multimedia / technical problem	33	4.43%
▪ Outdated information	67	8.99%
▪ Other	0	0.00%
Total	745	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	172	6.84%
▪ Educator	132	5.25%
▪ Federal government employee	140	5.57%
▪ First responder / law enforcement official	131	5.21%
▪ Government contractor	148	5.88%
▪ International visitor	57	2.27%
▪ Job seeker	198	7.87%
▪ Media representative	10	0.40%
▪ Non-profit staff or volunteer	104	4.14%
▪ Seeking citizenship or immigration information	109	4.33%
▪ State, tribal, territorial or local government representative	41	1.63%
▪ Student	301	11.97%
▪ Traveler (domestic or international)	375	14.91%
▪ Other	597	23.74%
Total	2515	100%