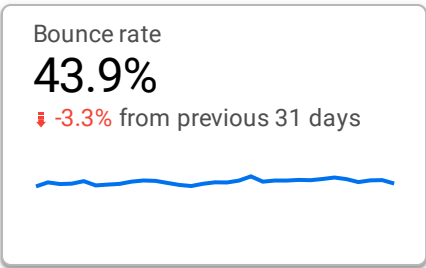
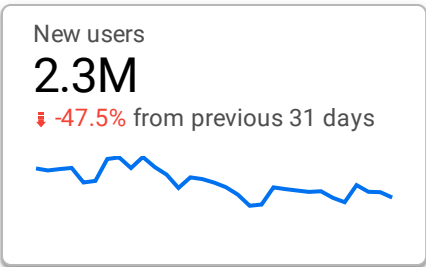
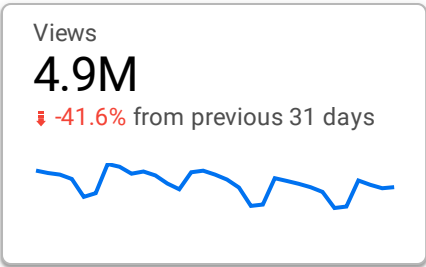
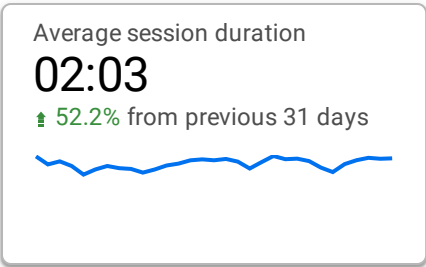
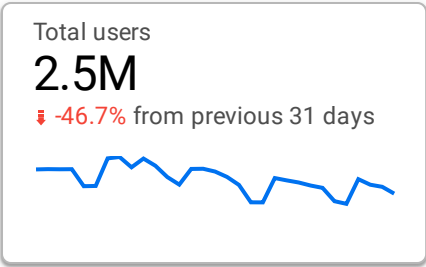
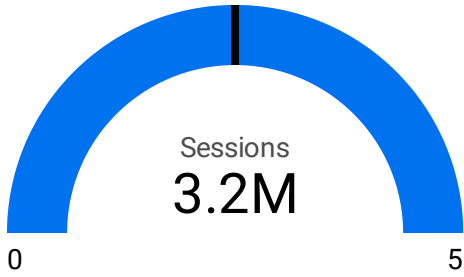


## DHS.gov Web Performance Metrics

### Google Single Site - DHS.gov

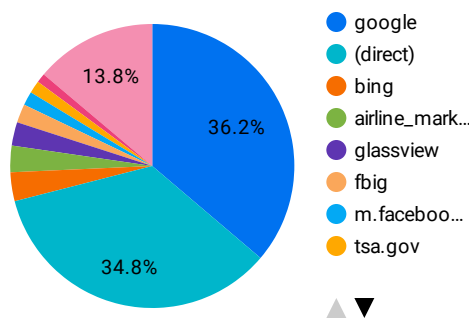


### Top Pages

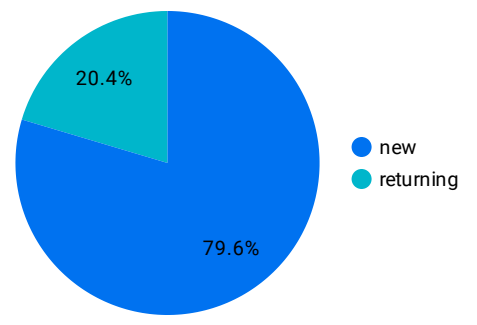
	Page title	Views	Bounce rate
1.	REAL ID   Homeland Security	541,160	47.68%
2.	Home   Homeland Security	518,554	44.52%
3.	National Terrorism Advisory System   Homeland Security	283,544	30.77%
4.	Blue Campaign   Homeland Security	152,581	75.77%
5.	Website Privacy Policy   Homeland Security	109,467	62.57%
6.	Check Wait Times   Homeland Security	97,154	56.16%
7.	Are You REAL ID Ready?   Homeland Security	83,783	13.59%
8.	REAL ID FAQs   Homeland Security	81,499	34.11%
9.	Site Search   Homeland Security	72,319	14%
10.	Visa Waiver Program Requirements   Homeland Security	70,069	29.9%
11.	Homeland Security Careers   Homeland Security	57,068	16.2%
12.	Visa Waiver Program   Homeland Security	42,395	17.15%
13.	Page Not Found   Homeland Security	42,051	54.95%
14.	Science and Technology Directorate   Homeland Security	39,468	86.74%
15.	Surge Capacity Force   Homeland Security	35,743	47.42%
16.	Department of Homeland Security Announces \$380 Million ...	32,794	50.08%
17.	Securing the Border   Homeland Security	30,587	40.3%
18.	Customer Experience (CX) at DHS   Homeland Security	30,552	98.31%
19.	Trusted Traveler Programs   Homeland Security	29,724	12.94%
20.	DHS is Hiring   Homeland Security	29,441	14.08%

1 - 100 / 16745

### Visits by Source



### New vs. Returned Visitors



## Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	m.facebook.com	30,960	99.47%	30,712
2.	t.co	8,518	99.79%	8,081
3.	linkedin.com	6,268	99.87%	5,645
4.	lm.facebook.com	5,116	99.94%	4,946
5.	facebook.com	4,051	99.7%	4,068
6.	l.facebook.com	3,358	99.37%	3,105
7.	snapchat.com	2,283	100%	2,272
8.	reddit.com	1,956	99.03%	1,793
9.	l.instagram.com	888	99.66%	875
10.	facebook	723	99.72%	714

All Users Add comparison +

Custom Oct 1 - Oct 31, 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 20741

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
Total	1,314,905 100% of total	88,365,180 100% of total	1.49% Avg 0%	13.73 100% of total	861,923 100% of total	869,075 100% of total	92.35% Avg 0%	1m 09s Avg 0%	8,822,164 100% of total	5,021,845.00 100% of total
1 /	73,272	1,660,538	4.41%	21.02	63,612	66,260	91.85%	1m 40s	1,023,091	602,596.00
2 /check-wait-times	67,444	909,992	7.41%	28.25	58,265	58,058	95.45%	12s	376,015	216,566.00
3 /real-id	40,817	1,905,818	2.14%	13.52	36,325	35,487	96.03%	52s	314,032	180,325.00
4 /homeland-security-careers	28,032	1,240,888	2.26%	40.54	21,651	22,114	97.33%	1m 03s	332,655	205,688.00
5 /real-id/real-id-faqs	24,988	2,717,959	0.92%	14.32	21,256	20,304	88.62%	1m 27s	125,405	60,113.00
6 /blue-campaign/what-human-trafficking	22,774	841,365	2.71%	9.92	17,728	17,517	92.64%	1m 38s	145,599	89,960.00
7 /sites/default/files/2022-03/Federal%20Emergency%20Management%20Agency_Remediated.pdf	22,446	231,456	9.7%	9.46	0	0	0%	0s	0	0.00
8 /immigrationlaws	21,914	850,321	2.58%	11.83	18,860	18,644	93.88%	1m 31s	132,749	70,741.00
9 /visa-waiver-program-requirements	21,082	1,002,413	2.1%	30.53	18,789	19,755	98.26%	45s	146,695	82,603.00
10 /hsi/news/2024/10/09/mother-son-sentenced-prison-operating-sex-trafficking-ring-out-houston-area-cantina	18,415	335,718	5.49%	11.35	8,546	5,148	56.24%	4s	38,201	15,323.00

# DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2024-10/31/2024

## Overall Customer Satisfaction Score

**66.05**

### How would you rate your overall experience today?

**63.55**

Answer Choices	Responses	Points	Score
▪ Outstanding	713	100	71300
▪ Above Average	605	75	45375
▪ Average	668	50	33400
▪ Below Average	172	25	4300
▪ Poor	271	0	0
<b>Total</b>	<b>2429</b>		<b>154375</b>

### Were you able to complete the purpose of your visit?

**61.92**

Answer Choices	Responses	Points	Score
▪ Yes	1504	100	150400
▪ No	925	0	0
<b>Total</b>	<b>2429</b>		<b>150400</b>

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

**83.48**

Answer Choices	Responses	Points	Score
▪ Yes	1657	100	165700
▪ No	328	0	0
<b>Total</b>	<b>1985</b>		<b>165700</b>

### Will you recommend this website to a friend or colleague?

**79.40**

Answer Choices	Responses	Points	Score
▪ Yes	1576	100	157600
▪ No	409	0	0
<b>Total</b>	<b>1985</b>		<b>157600</b>

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

**55.87**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1109	100	110900
▪ Had technical difficulties (e.g. error messages, broken links)	109	0	0
▪ Links did not take me where I expected	64	0	0
▪ Links / labels are difficult to understand, they are not intuitive	179	0	0
▪ Navigated to general area but couldn't find the specific content needed	297	0	0
▪ Too many links or navigational choices	90	0	0
▪ Would often feel lost, not know where I was	137	0	0
<b>Total</b>	<b>1985</b>		<b>110900</b>

### How was your experience using our site search?

**46.14**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	573	100	57300
▪ I was not sure what words to use in my search	143	0	0
▪ Results were not helpful	210	0	0
▪ Results were not relevant to my search terms or needs	117	0	0
▪ Results were too similar / redundant	52	0	0
▪ Returned not enough or no results	92	0	0
▪ Returned too many results	55	0	0
<b>Total</b>	<b>1242</b>		<b>57300</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2024-10/31/2024

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	127	5.23%
▪ Contact information	82	3.38%
▪ Contracting opportunities	38	1.56%
▪ Cybersecurity	100	4.12%
▪ Disaster assistance	146	6.01%
▪ Email, RSS feeds, or subscription services	19	0.78%
▪ Forms or publications	70	2.88%
▪ Human trafficking	84	3.46%
▪ Immigration and citizenship	144	5.93%
▪ Information about DHS (leadership, history, etc.)	71	2.92%
▪ Jobs / career information	171	7.04%
▪ Law enforcement	48	1.98%
▪ News	60	2.47%
▪ Photographs	10	0.41%
▪ Small business resources	25	1.03%
▪ Training	120	4.94%
▪ Travel	258	10.62%
▪ Videos	17	0.70%
▪ Other	839	34.54%
<b>Total</b>	<b>2429</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	25	4.12%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	466	76.77%
▪ Error on page	40	6.59%
▪ Multimedia / technical problem	31	5.11%
▪ Outdated information	45	7.41%
▪ Other	0	0.00%
<b>Total</b>	<b>607</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	161	8.11%
▪ Educator	119	5.99%
▪ Federal government employee	121	6.10%
▪ First responder / law enforcement official	80	4.03%
▪ Government contractor	84	4.23%
▪ International visitor	40	2.02%
▪ Job seeker	152	7.66%
▪ Media representative	11	0.55%
▪ Non-profit staff or volunteer	90	4.53%
▪ Seeking citizenship or immigration information	70	3.53%
▪ State, tribal, territorial or local government representative	33	1.66%
▪ Student	229	11.54%
▪ Traveler (domestic or international)	308	15.52%
▪ Other	487	24.53%
<b>Total</b>	<b>1985</b>	<b>100%</b>