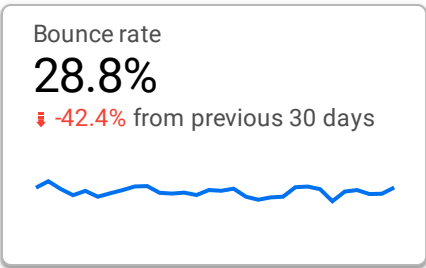
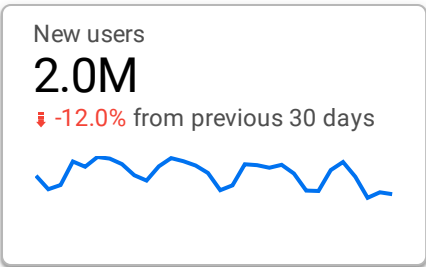
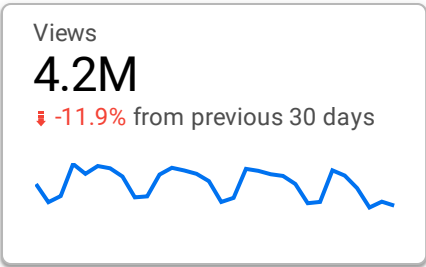
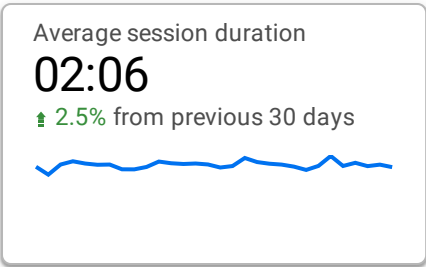
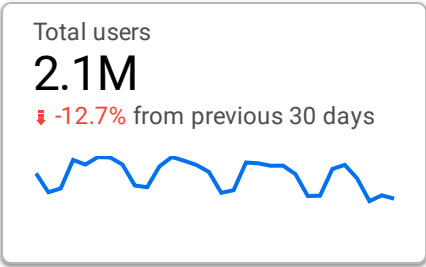
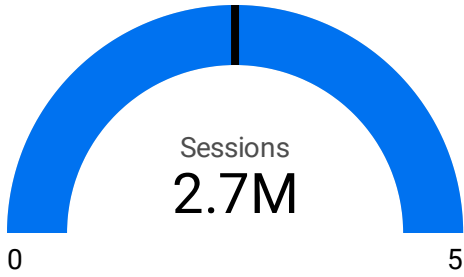


DHS.gov Web Performance Metrics

Google Single Site - DHS.gov

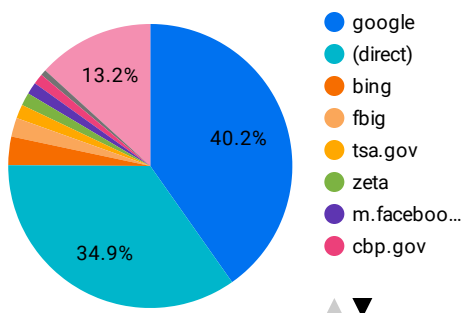


Top Pages

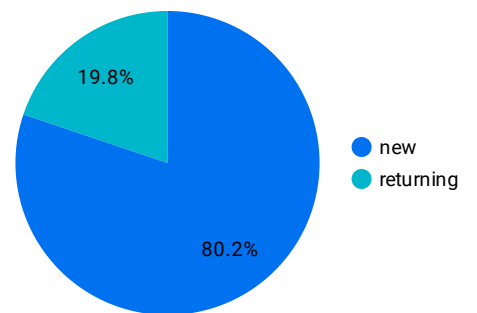
	Page title	Views	Bounce rate
1.	REAL ID Homeland Security	482,391	49.17%
2.	Home Homeland Security	429,412	42.65%
3.	National Terrorism Advisory System Homeland Security	245,031	29.27%
4.	Check Wait Times Homeland Security	116,869	54.93%
5.	REAL ID FAQs Homeland Security	78,278	33.39%
6.	Website Privacy Policy Homeland Security	78,031	76.38%
7.	Are You REAL ID Ready? Homeland Security	70,780	11.68%
8.	Site Search Homeland Security	66,716	15.19%
9.	Visa Waiver Program Requirements Homeland Security	63,011	28.69%
10.	Homeland Security Careers Homeland Security	54,039	15.62%
11.	Priorities Homeland Security	49,287	86.64%
12.	Visa Waiver Program Homeland Security	42,370	15.46%
13.	What Is Human Trafficking? Homeland Security	36,386	41.75%
14.	Science and Technology Directorate Homeland Security	33,692	91.13%
15.	UFLPA Entity List Homeland Security	31,351	46.77%
16.	Know2Protect Homeland Security	30,308	88.2%
17.	DHS is Hiring Homeland Security	28,468	11.46%
18.	Securing the Border Homeland Security	28,442	38.28%
19.	Customer Experience (CX) at DHS Homeland Security	28,376	98.81%
20.	Page Not Found Homeland Security	26,987	57.5%

1 - 100 / 17327

Visits by Source



New vs. Returned Visitors



Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	m.facebook.com	35,106	99.78%	35,601
2.	t.co	8,296	99.57%	7,431
3.	linkedin.com	7,512	99.48%	6,938
4.	snapchat.com	6,979	99.93%	7,067
5.	l.facebook.com	3,241	99.17%	2,960
6.	reddit.com	2,331	99.01%	2,142
7.	lm.facebook.com	2,221	99.59%	2,180
8.	facebook.com	1,806	99.94%	1,777
9.	l.instagram.com	1,573	99.55%	1,552
10.	out.reddit.com	306	100%	307

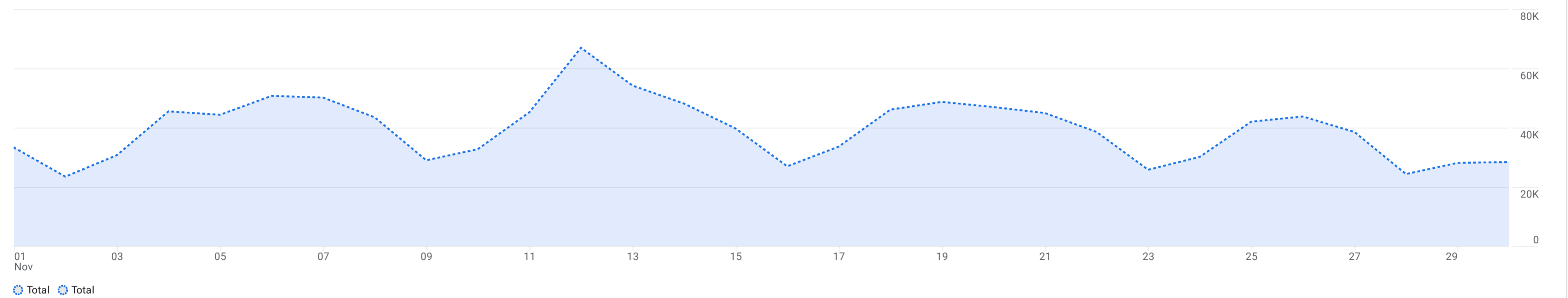
All Users Add comparison

Custom Nov 1 - Nov 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 19928

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 All events	Key e All ever
Total	1,223,003 100% of total	89,702,201 100% of total	1.36% Avg 0%	13.74 100% of total	838,644 100% of total	938,234 100% of total	98.06% Avg 0%	1m 08s Avg 0%	8,379,463 100% of total	7,458 100%
1 /check-wait-times	84,409	1,071,055	7.88%	27.44	73,839	75,998	100%	12s	471,419	433
2 /	79,994	1,721,788	4.65%	20.82	70,796	80,545	100%	1m 33s	1,087,526	974
3 /real-id	44,540	2,193,938	2.03%	13.33	40,071	41,285	99.99%	57s	349,858	311
4 /blue-campaign/what-human-trafficking	28,782	753,976	3.82%	14.16	22,521	24,639	99.85%	1m 31s	172,340	149
5 /real-id/real-id-faqs	26,680	2,956,652	0.9%	13.79	23,287	23,925	100%	1m 31s	135,279	116
6 /homeland-security-careers	25,961	1,293,966	2.01%	39.46	20,067	21,280	99.98%	1m 08s	301,212	279
7 /visa-waiver-program-requirements	22,234	990,136	2.25%	31.03	20,222	20,700	100%	47s	153,361	135
8 /medialibrary/collections/23518	20,120	772,774	2.6%	11.52	9,930	10,325	100%	3s	55,267	51
9 /sites/default/files/publications/increasing_threats_of_deepfake_identities_0.pdf	20,025	1,334,900	1.5%	5.62	0	0	0%	0s	0	0
10 /immigrationlaws	19,946	934,748	2.13%	10.21	17,629	19,213	100%	1m 23s	118,839	103

DHS.gov Customer Satisfaction Survey

Time Period:11/1/2024-11/30/2024

Overall Customer Satisfaction Score

66.94

How would you rate your overall experience today?

64.12

Answer Choices	Responses	Points	Score
▪ Outstanding	711	100	71100
▪ Above Average	629	75	47175
▪ Average	763	50	38150
▪ Below Average	145	25	3625
▪ Poor	248	0	0
Total	2496		160050

Were you able to complete the purpose of your visit?

61.66

Answer Choices	Responses	Points	Score
▪ Yes	1539	100	153900
▪ No	957	0	0
Total	2496		153900

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

86.05

Answer Choices	Responses	Points	Score
▪ Yes	1746	100	174600
▪ No	283	0	0
Total	2029		174600

Will you recommend this website to a friend or colleague?

79.60

Answer Choices	Responses	Points	Score
▪ Yes	1615	100	161500
▪ No	414	0	0
Total	2029		161500

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

57.81

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1173	100	117300
▪ Had technical difficulties (e.g. error messages, broken links)	86	0	0
▪ Links did not take me where I expected	68	0	0
▪ Links / labels are difficult to understand, they are not intuitive	176	0	0
▪ Navigated to general area but couldn't find the specific content needed	312	0	0
▪ Too many links or navigational choices	91	0	0
▪ Would often feel lost, not know where I was	123	0	0
Total	2029		117300

How was your experience using our site search?

46.50

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	585	100	58500
▪ I was not sure what words to use in my search	163	0	0
▪ Results were not helpful	207	0	0
▪ Results were not relevant to my search terms or needs	117	0	0
▪ Results were too similar / redundant	42	0	0
▪ Returned not enough or no results	91	0	0
▪ Returned too many results	53	0	0
Total	1258		58500

DHS.gov Customer Satisfaction Survey

Time Period:11/1/2024-11/30/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	120	4.81%
▪ Contact information	80	3.21%
▪ Contracting opportunities	42	1.68%
▪ Cybersecurity	125	5.01%
▪ Disaster assistance	51	2.04%
▪ Email, RSS feeds, or subscription services	21	0.84%
▪ Forms or publications	51	2.04%
▪ Human trafficking	106	4.25%
▪ Immigration and citizenship	160	6.41%
▪ Information about DHS (leadership, history, etc.)	86	3.45%
▪ Jobs / career information	227	9.09%
▪ Law enforcement	65	2.60%
▪ News	61	2.44%
▪ Photographs	8	0.32%
▪ Small business resources	19	0.76%
▪ Training	99	3.97%
▪ Travel	302	12.10%
▪ Videos	17	0.68%
▪ Other	856	34.29%
Total	2496	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	5.53%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	496	76.19%
▪ Error on page	45	6.91%
▪ Multimedia / technical problem	34	5.22%
▪ Outdated information	40	6.14%
▪ Other	0	0.00%
Total	651	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	154	7.59%
▪ Educator	107	5.27%
▪ Federal government employee	119	5.86%
▪ First responder / law enforcement official	80	3.94%
▪ Government contractor	73	3.60%
▪ International visitor	65	3.20%
▪ Job seeker	174	8.58%
▪ Media representative	15	0.74%
▪ Non-profit staff or volunteer	62	3.06%
▪ Seeking citizenship or immigration information	73	3.60%
▪ State, tribal, territorial or local government representative	36	1.77%
▪ Student	279	13.75%
▪ Traveler (domestic or international)	322	15.87%
▪ Other	470	23.16%
Total	2029	100%