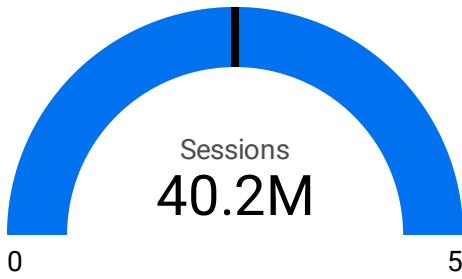




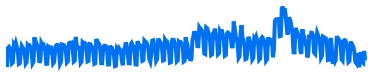
DHS.gov Web Performance Metrics

Google Single Site - DHS.gov



Total users
32.5M

↑ 217.5% from previous 366 days



Average session duration

01:46

↓ -10.8% from previous 366 days



Views

59.9M

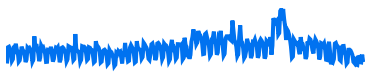
↑ 218.8% from previous 366 days



New users

30.8M

↑ 206.2% from previous 366 days



Bounce rate

24.2%

↓ -45.9% from previous 366 days



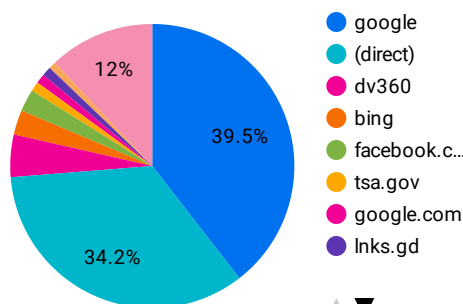
Top Pages

	Page title	Views	Bounce rate
1.	Home Homeland Security	5,631,208	49.42%
2.	REAL ID Homeland Security	4,733,751	44.36%
3.	Blue Campaign Homeland Security	2,840,221	73.74%
4.	Welcome to the "If You See Something, Say Something®" C...	2,805,413	83.16%
5.	National Terrorism Advisory System Homeland Security	1,920,264	34.96%
6.	Website Privacy Policy Homeland Security	1,343,198	75.27%
7.	Check Wait Times Homeland Security	1,033,162	52.83%
8.	Youth and Human Trafficking Homeland Security	943,437	93.4%
9.	REAL ID FAQs Homeland Security	936,881	34.7%
10.	Visa Waiver Program Requirements Homeland Security	804,758	24.27%
11.	Learn How You Can Stop Human Trafficking Homeland Se...	764,008	80.5%
12.	Science and Technology Directorate Homeland Security	762,110	94.74%
13.	Site Search Homeland Security	742,851	13.16%
14.	Homeland Security Careers Homeland Security	682,673	14.92%
15.	Are You REAL ID Ready? Homeland Security	633,839	12.08%
16.	Visa Waiver Program Homeland Security	532,108	14.79%
17.	Customer Experience (CX) at DHS Homeland Security	485,563	98.88%
18.	Recognize Suspicious Activity Homeland Security	483,044	78.51%
19.	Trusted Traveler Programs Homeland Security	478,306	24.34%
20.	DHS Indigenous Languages Plan Homeland Security	417,507	3.49%

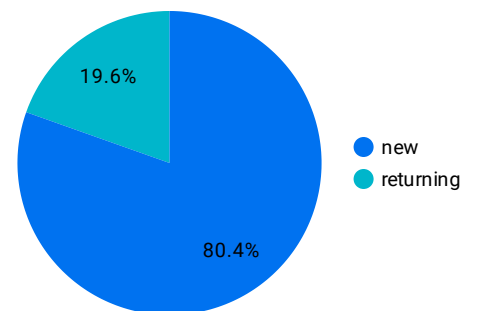
1 - 100 / 54829



Visits by Source



New vs. Returned Visitors





Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	facebook.com	524,184	99.97%	503,128
2.	m.facebook.com	219,157	99.99%	221,866
3.	facebook	109,082	99.97%	99,625
4.	linkedin.com	94,666	99.96%	83,316
5.	t.co	90,776	99.73%	78,686
6.	twitter.com	72,893	100%	70,454
7.	lm.facebook.com	31,354	100%	30,745
8.	l.facebook.com	29,767	99.83%	25,862
9.	twitter	28,346	99.95%	28,340
10.	reddit.com	27,537	99.76%	24,576

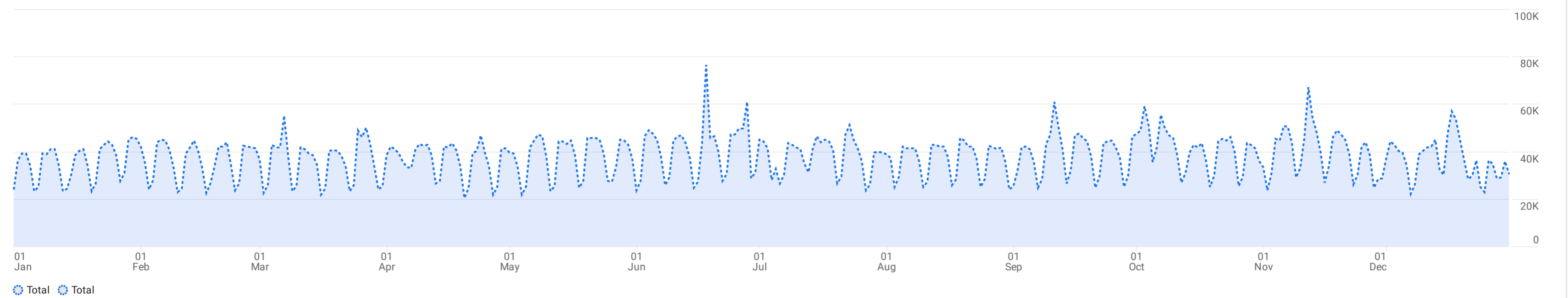
All Users Add comparison +

Custom Jan 1 - Dec 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 51713

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 events All events	Ad revenue
Total	14,282,561 100% of total	948,890,354 100% of total	1.51% Avg 0%	13.78 100% of total	9,246,760 100% of total	9,903,321 100% of total	90.25% Avg 0%	1m 12s Avg 0%	100,332,935 100% of total	51,212,751.00 100% of total	\$0.00
1 /	834,874	18,885,452	4.42%	21.01	725,821	734,926	89.06%	1m 38s	11,829,048	6,266,369.00	\$0.00
2 /check-wait-times	660,940	9,320,108	7.09%	20.70	579,966	575,932	95.55%	12s	3,777,493	2,225,253.00	\$0.00
3 /real-id	653,610	22,394,134	2.92%	13.01	588,247	575,760	95.57%	50s	4,997,040	2,454,340.00	\$0.00
4 /real-id/real-id-faqs	341,600	30,363,337	1.13%	13.83	293,402	272,144	85.12%	1m 26s	1,695,829	656,121.00	\$0.00
5 /homeland-security-careers	333,256	13,599,155	2.45%	41.15	258,411	271,316	97.28%	1m 05s	4,000,403	2,206,714.00	\$0.00
6 /check-immigration-case-status	318,216	17,161,023	1.85%	6.31	240,485	272,791	98.58%	14s	2,043,263	974,819.00	\$0.00
7 /trusted-traveler-programs	268,121	8,808,320	3.04%	8.93	204,666	211,216	90.95%	19s	1,768,279	908,689.00	\$0.00
8 /enhanced-drivers-licenses-what-are-they	242,412	5,020,798	4.83%	12.06	219,822	223,387	96.74%	43s	1,418,731	608,660.00	\$0.00
9 /national-terrorism-advisory-system	228,500	4,054,962	5.64%	11.06	194,085	196,920	95.7%	36s	1,604,122	708,873.00	\$0.00
10 /blue-campaign/what-human-trafficking	191,949	8,235,338	2.33%	10.93	154,600	156,198	90.23%	1m 36s	1,289,289	653,131.00	\$0.00

DHS.gov Customer Satisfaction Survey

Time Period:1/1/2024-12/31/2024

Overall Customer Satisfaction Score

67.24

How would you rate your overall experience today?

64.65

Answer Choices	Responses	Points	Score
▪ Outstanding	1494	100	149400
▪ Above Average	1239	75	92925
▪ Average	1547	50	77350
▪ Below Average	322	25	8050
▪ Poor	467	0	0
Total	5069		327725

Were you able to complete the purpose of your visit?

61.73

Answer Choices	Responses	Points	Score
▪ Yes	3129	100	312900
▪ No	1940	0	0
Total	5069		312900

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

85.77

Answer Choices	Responses	Points	Score
▪ Yes	3515	100	351500
▪ No	583	0	0
Total	4098		351500

Will you recommend this website to a friend or colleague?

79.99

Answer Choices	Responses	Points	Score
▪ Yes	3278	100	327800
▪ No	820	0	0
Total	4098		327800

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

58.05

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2379	100	237900
▪ Had technical difficulties (e.g. error messages, broken links)	185	0	0
▪ Links did not take me where I expected	141	0	0
▪ Links / labels are difficult to understand, they are not intuitive	344	0	0
▪ Navigated to general area but couldn't find the specific content needed	610	0	0
▪ Too many links or navigational choices	188	0	0
▪ Would often feel lost, not know where I was	251	0	0
Total	4098		237900

How was your experience using our site search?

47.40

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1185	100	118500
▪ I was not sure what words to use in my search	317	0	0
▪ Results were not helpful	402	0	0
▪ Results were not relevant to my search terms or needs	226	0	0
▪ Results were too similar / redundant	84	0	0
▪ Returned not enough or no results	170	0	0
▪ Returned too many results	116	0	0
Total	2500		118500

DHS.gov Customer Satisfaction Survey

Time Period:1/1/2024-12/31/2024

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	219	4.32%
▪ Contact information	178	3.51%
▪ Contracting opportunities	91	1.80%
▪ Cybersecurity	222	4.38%
▪ Disaster assistance	104	2.05%
▪ Email, RSS feeds, or subscription services	44	0.87%
▪ Forms or publications	110	2.17%
▪ Human trafficking	189	3.73%
▪ Immigration and citizenship	325	6.41%
▪ Information about DHS (leadership, history, etc.)	165	3.26%
▪ Jobs / career information	462	9.11%
▪ Law enforcement	134	2.64%
▪ News	140	2.76%
▪ Photographs	16	0.32%
▪ Small business resources	52	1.03%
▪ Training	195	3.85%
▪ Travel	647	12.76%
▪ Videos	33	0.65%
▪ Other	1743	34.39%
Total	5069	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	70	4.88%
▪ Content wasn't easy to understand	160	11.16%
▪ Could not find what I was looking for	970	67.64%
▪ Error on page	77	5.37%
▪ Multimedia / technical problem	70	4.88%
▪ Outdated information	87	6.07%
▪ Other	0	0.00%
Total	1434	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	313	7.64%
▪ Educator	218	5.32%
▪ Federal government employee	240	5.86%
▪ First responder / law enforcement official	168	4.10%
▪ Government contractor	150	3.66%
▪ International visitor	132	3.22%
▪ Job seeker	353	8.61%
▪ Media representative	25	0.61%
▪ Non-profit staff or volunteer	128	3.12%
▪ Seeking citizenship or immigration information	160	3.90%
▪ State, tribal, territorial or local government representative	70	1.71%
▪ Student	522	12.74%
▪ Traveler (domestic or international)	689	16.81%
▪ Other	930	22.69%
Total	4098	100%