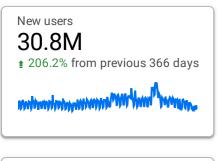


DHS.gov Web Performance Metrics



Jan 1, 2024 - Dec 31, 2024

Google Single Site - DHS.gov Sessions 40.2M 0 5 Total users 32.5M MININ Average session duration 01:46 **I -10.8%** from previous 366 days Views 59.9M

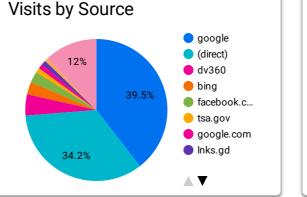


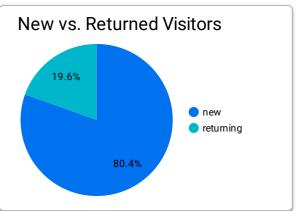
Bounce rate 24.2% J -45.9% from previous 366 days

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Top Pages

	Page title	Views • I	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) < >





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Jan 1, 2024 - Dec 31, 2024

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

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Drgar	nic Google Search clicks over time											Day
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01 Jan	01 01 Feb Mar	01 Apr	01 May	0 Ju	l J	01 Jul	01 Aug	01 Sep	01 Oct	01 Nov	01 Dec	
🔅 Tota	al 🔅 Total											
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Q 5	Search								Rows per pag		· · ·	
Q :	Search Landing page + query string 👻 🕂	↓ Organic Google	Organic Google Search	Organic Google	Organic Google	Active users	Engaged	Engagement rate	Average	le: 10	Go to: 1 < 1-* Key events All events →	reven
Q s		Google Search		Google Search click	Google Search				Average engagement time per active	Event count	Key events	reven
Q		Google Search	Google Search impressions	Google Search click	Google Search	users	sessions	rate	Average engagement time per active	Event count	Key events	reven
Q s	Landing page + query string 👻 🕂	Google Search clicks	Google Search impressions	Google Search click through rate	Google Search average position	users	sessions	rate	Average engagement time per active user	Event count	Key events	reven
Q s		Google Search clicks	Google Search impressions	Google Search click through rate	Google Search average position	users	sessions	rate	Average engagement time per active user	Event count All events 👻	Key events All events 👻	reven
Q s	Landing page + query string 👻 🕂	Google Search clicks 14,282,561	Google Search impressions 948,890,354	Google Search click through rate 1.51%	Google Search average position 13.78	users 9,246,760	sessions 9,903,321	rate 90.25%	Average engagement time per active user 1m 12s	Event count All events -	Key events All events - 51,212,751.00	reven \$0.0
Q s 1 2	Landing page + query string 👻 🕂	Google Search clicks 14,282,561 100% of total	Google Search impressions 948,890,354 100% of total	Google Search click through rate 1.51% Avg 0%	Google Search average position 13.78 100% of total	9,246,760 100% of total	sessions 9,903,321 100% of total	<u>rate</u> 90.25% Avg 0%	Average engagement time per active user 1m 12s Avg 0%	Event count All events • 100,332,935 100% of total	Key events All events → 51,212,751.00 100% of total	reven \$0.0 \$0.0
Q s 1 2 3	Landing page + query string 🔹 🕂	Google Search clicks 14,282,561 100% of total 834,874	Google Search impressions 948,890,354 100% of total 18,885,452	Google Search click through rate 1.51% Avg 0% 4.42%	Google Search average position 13.78 100% of total 21.01	users 9,246,760 100% of total 725,821	sessions 9,903,321 100% of total 734,926	rate 90.25% Avg 0% 89.06%	Average engagement time per active user user 1m 12s Avg 0% 1m 38s	Event count All events - 100,332,935 100% of total 11,829,048	Key events All events → 51,212,751.00 100% of total 6,266,369.00	reven \$0.0 \$0. \$0.
1 2	Landing page + query string - + Total / /check-wait-times	Google Search clicks 14,282,561 100% of total 834,874 660,940	Google Search impressions 948,890,354 100% of total 18,885,452 9,320,108	Google Search click through rate 1.51% Avg 0% 4.42% 7.09%	Google Search average position 13.78 100% of total 21.01 20.70	9,246,760 100% of total 725,821 579,966	sessions 9,903,321 100% of total 734,926 575,932	rate 90.25% Avg 0% 89.06% 95.55%	Average engagement time per active user 1m 12s Avg 0% 1m 38s 12s	Event count All events - 100,332,935 100% of total 11,829,048 3,777,493	Key events All events • 51,212,751.00 100% of total 6,266,369.00 2,225,253.00	reven \$0.0 \$0. \$0. \$0.
1 2	Landing page + query string - + Total / /check-wait-times /real-id	Google Search clicks 14,282,561 100% of total 834,874 660,940 653,610	Google Search impressions 948,890,354 100% of total 18,885,452 9,320,108 22,394,134	Google Search click through rate 1.51% Avg 0% 4.42% 7.09% 2.92%	Google Search average position 13.78 100% of total 21.01 20.70 13.01	9,246,760 100% of total 725,821 579,966 588,247	sessions 9,903,321 100% of total 734,926 575,932 575,760	rate 90.25% Avg 0% 89.06% 95.55% 95.57%	Average engagement time per active user 1m 12s Avg 0% 1m 38s 12s 50s	Event count All events → 100,332,935 100% of total 11,829,048 3,777,493 4,997,040	Key events All events 51,212,751.00 100% of total 6,266,369.00 2,225,253.00 2,454,340.00	10 of 51713
1 2	Landing page + query string - + Total / /check-wait-times /real-id /real-id/real-id-faqs	Google Search clicks 14,282,561 100% of total 834,874 660,940 653,610 341,600	Google Search impressions 948,890,354 100% of total 18,885,452 9,320,108 22,394,134 30,363,337	Google Search click through rate 1.51% Avg 0% 4.42% 7.09% 2.92% 1.13%	Google Search average position 13.78 100% of total 21.01 20.70 13.01 13.83	9,246,760 100% of total 725,821 579,966 588,247 293,402	sessions 9,903,321 100% of total 734,926 575,932 575,760 272,144	rate 90.25% Avg 0% 89.06% 95.55% 95.57% 85.12%	Average engagement time per active user Im 12s Avg 0% Im 38s 12s 50s 50s 1m 26s	Event count All events → 100,332,935 100% of total 11,829,048 3,777,493 4,997,040 1,695,829	Key events All events 51,212,751.00 100% of total 6,266,369.00 2,225,253.00 2,454,340.00 656,121.00	\$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0
1 2 3 4 5	Landing page + query string + Total Total / /check-wait-times /real-id /real-id/real-id-faqs /homeland-security-careers	Google Search clicks 14,282,561 100% of total 834,874 660,940 653,610 341,600 333,256	Google Search impressions 948,890,354 100% of total 18,885,452 9,320,108 22,394,134 30,363,337 13,599,155	Google Search click through rate 1.51% Avg 0% 4.42% 7.09% 2.92% 1.13% 2.45%	Google Search average position 13.78 100% of total 21.01 20.70 13.01 13.83 41.15	y,246,760 100% of total 725,821 579,966 588,247 293,402 258,411	sessions 9,903,321 100% of total 734,926 575,932 575,760 272,144 271,316	rate 90.25% Avg 0% 89.06% 95.55% 95.57% 85.12% 97.28%	Average engagement time per active user 1m 12s Avg 0% 1m 38s 12s 50s 1m 26s 1m 05s	Event count All events 100,332,935 100% of total 11,829,048 3,777,493 4,997,040 1,695,829 4,000,403	Key events All events 51,212,751.00 100% of total 6,266,369.00 2,225,253.00 2,454,340.00 656,121.00 2,206,714.00	revent \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0
1 2 3 4 5	Landing page + query string • + Total Total // /check-wait-times /real-id/real-id-faqs /real-id/real-id-faqs /homeland-security-careers /homeland-security-careers /check-immigration-case-status /check-immigration-case-status	Google Search clicks 14,282,561 100% of total 834,874 660,940 653,610 341,600 333,256 318,216	Google Search impressions 948,890,354 100% of total 18,885,452 9,320,108 22,394,134 30,363,337 13,599,155 17,161,023	Google Search click through rate 1.51% Avg 0% 4.42% 7.09% 2.92% 1.13% 2.45% 1.85%	Google average position 13.78 100% of total 21.01 20.70 13.01 13.83 41.15 6.31	9,246,760 100% of total 725,821 579,966 588,247 293,402 258,411 240,485	sessions 9,903,321 100% of total 734,926 575,932 575,760 272,144 271,316 272,791	rate 90.25% Avg 0% 89.06% 95.55% 95.57% 85.12% 97.28% 98.58%	Average engagement time per active user 1m 12s Avg 0% 1m 38s 12s 50s 1m 26s 1m 26s 1m 05s 14s	Event count All events 100,332,935 100% of total 11,829,048 3,777,493 4,997,040 1,695,829 4,000,403 2,043,263	Key events All events 51,212,751.00 100% of total 6,266,369.00 2,225,253.00 2,454,340.00 656,121.00 2,206,714.00 974,819.00	revent \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.
1 2 3 4 5	Landing page + query string • + Total Total / //check-wait-times /real-id/real-id-faqs /homeland-security-careers //check-immigration-case-status	Google Search Clicks 14,282,561 100% of total 834,874 660,940 653,610 341,600 333,256 318,216 268,121	Google Search impressions 948,890,354 100% of total 100% of total 9,320,108 22,394,134 30,363,337 13,599,155 17,161,023 8,808,320	Google Search click through rate 1.51% Avg 0% 4.42% 7.09% 2.92% 1.13% 2.45% 1.85% 3.04%	Google average position 13.78 100% of total 21.01 20.70 13.01 13.83 41.15 6.31 8.93	9,246,760 100% of total 725,821 579,966 588,247 293,402 258,411 240,485 204,666	sessions 9,903,321 100% of total 734,926 575,932 575,760 272,144 271,316 272,791 211,216	rate 90.25% Avg 0% 89.06% 95.55% 95.57% 85.12% 97.28% 98.58% 90.95%	Average engagement time per active user 1m 12s Avg 0% 1m 38s 12s 50s 1m 26s 1m 26s 1m 05s 14s 14s	Event count All events 100,332,935 100% of total 11,829,048 3,777,493 4,997,040 1,695,829 4,000,403 2,043,263 1,768,279	Key events All events 51,212,751.00 100% of total 6,266,369.00 2,225,253.00 2,454,340.00 656,121.00 2,206,714.00 974,819.00 908,689.00	reven \$0.0 \$0.0 \$0.0 \$0.0 \$0.0 \$0.0

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DHS.gov Customer Satisfaction Survey

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

Overall Customer Satisfaction Score

Results were not relevant to my search terms or needs

• Results were too similar / redundant

Returned not enough or no results

Returned too many results

Total

Answer Choices	Responses	Points	Scor
Outstanding	1494	100	14940
 Above Average 	1239	75	9292
 Average 	1547	50	7735
 Below Average 	322	25	805
• Poor	467	0	
Total	5069		32772
Were you able to complete the purpose of your visit?			61.73
Answer Choices	Responses	Points	Scor
• Yes	3129	100	31290
• No	1940	0	
Total	5069		31290
Would you still return to this website if you could get this			85.77
information or service from another source?			
Answer Choices	Responses	Points	Scor
• Yes	3515	100	35150
• No	583	0	
Total	4098		35150
Will you recommend this website to a friend or colleague?			79.99
Annual Chairea			
	Responses	Points	Scor
• Yes	3278	100	32780
Yes No	3278 820		32780
Yes No	3278	100	32780
Yes No Total Please describe your experience finding your way around	3278 820	100	32780 32780
Yes No Total Please describe your experience finding your way around	3278 820	100	
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. 	3278 820	100	32780 32780
Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices	3278 820	100	32780 32780 58.0
Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties	3278 820 4098 Responses 2379	100 0 Points 100	32780 32780 58.0
Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links)	3278 820 4098 Responses 2379 185	100 0 Points 100 0	32780 32780 58.0 58.0 58.0
Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected	3278 820 4098 Responses 2379 185 141	100 0 Points 100 0 0	32780 32780 58.01 58.02 23790
Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive	3278 820 4098 Responses 2379 185 141 344	100 0 Points 100 0 0 0	32780 32780 58.01 58.02 23790
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed 	3278 820 4098 Responses 2379 185 141 344 610	100 0 Points 100 0 0 0 0 0 0	32780 32780 58.09 58.09 23790
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices 	3278 820 4098 Responses 2379 185 141 344 610 188	100 0 Points 100 0 0 0 0 0 0 0 0 0	32780 32780 58.01 58.02 23790
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was 	3278 820 4098 Responses 2379 185 141 344 610	100 0 Points 100 0 0 0 0 0 0	32780 32780 58.09 58.09 23790
 No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was 	3278 820 4098 Responses 2379 185 141 344 610 188 251	100 0 Points 100 0 0 0 0 0 0 0 0 0	32780 32780 58.0! Scor 23790 23790
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was Total How was your experience using our site search?	3278 820 4098 Responses 2379 185 141 344 610 188 251	100 0 Points 100 0 0 0 0 0 0 0 0 0	32780 32780 58.0! Scor 23790 23790
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses 	3278 820 4098 Responses 2379 185 141 344 610 188 251	100 0 Points 100 0 0 0 0 0 0 0 0 0	32780 32780 58.09 Scor 23790 23790 47.40
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was 	3278 820 4098 820 3098 2379 185 141 344 610 188 251 4098	100 0 Points 100 0 0 0 0 0 0 0 0 0	32780 32780
 Yes No Total Please describe your experience finding your way around (navigating) DHS.gov today. NOTE: Excludes "Other" responses Answer Choices Encountered no difficulties Had technical difficulties (e.g. error messages, broken links) Links did not take me where I expected Links / labels are difficult to understand, they are not intuitive Navigated to general area but couldn't find the specific content needed Too many links or navigational choices Would often feel lost, not know where I was Total How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses 	3278 820 4098 Responses 2379 185 141 344 610 188 251 4098 Responses	100 0 Points 100 0 0 0 0 0 0 0 0 0 0 0 0 0	32780 32780 58.0! 58.0! 23790 23790 47.40 Scor

67.24

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%