Homeland Security

DHS.gov Web Performance Metrics

Google Single Site - DHS.gov

Sessions
2.5M

0   5
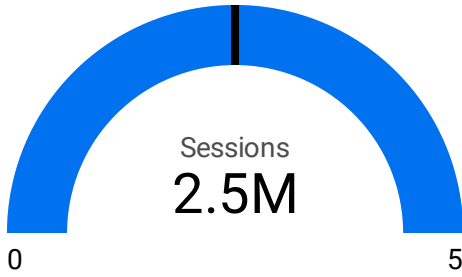
Total users
2.1M
▼ -3.6% from previous 31 days

Average session duration
02:07
▲ 0.6% from previous 31 days

Views
3.9M
▼ -8.3% from previous 31 days

New users
1.9M
▼ -6.0% from previous 31 days

Bounce rate
42.4%
▲ 30.6% from previous 31 days

Top Pages

	Page title	Views ▾	Bounce rate
1.	REAL ID | Homeland Security	530,604	46.44%
2.	Home | Homeland Security	396,356	49.1%
3.	National Terrorism Advisory System | Homeland Security	278,813	25.81%
4.	Check Wait Times | Homeland Security	154,174	56.2%
5.	REAL ID FAQs | Homeland Security	87,993	32.05%
6.	Are You REAL ID Ready? | Homeland Security	82,221	13.91%
7.	DHS Strengthens H-1B Program, Allowing U.S. Employers to...	80,095	45.36%
8.	Site Search | Homeland Security	58,036	15.13%
9.	DHS, FBI, FAA & DoD Joint Statement on Ongoing Response...	52,717	43.25%
10.	Visa Waiver Program Requirements | Homeland Security	52,108	26.87%
11.	Homeland Security Careers | Homeland Security	51,794	17.95%
12.	Joint DHS/FBI Statement on Reports of Drones in New Jers...	46,999	45.33%
13.	Visa Waiver Program | Homeland Security	42,551	18.83%
14.	Science and Technology Directorate | Homeland Security	34,793	91.35%
15.	Website Privacy Policy | Homeland Security	33,771	66.32%
16.	What Is Human Trafficking? | Homeland Security	28,964	43.12%
17.	About REAL ID | Homeland Security	27,447	13.9%
18.	Customer Experience (CX) at DHS | Homeland Security	27,262	98.68%
19.	DHS is Hiring | Homeland Security	25,965	9.25%
20.	Trusted Traveler Programs | Homeland Security	22,709	13.78%

1 - 100 / 14787   ‹   ›

Visits by Source

- google 41.5%
- (direct) 33.1%
- bing
- fbig
- tsa.gov
- m.faceboo...
- zeta
- cbp.gov 12.7%
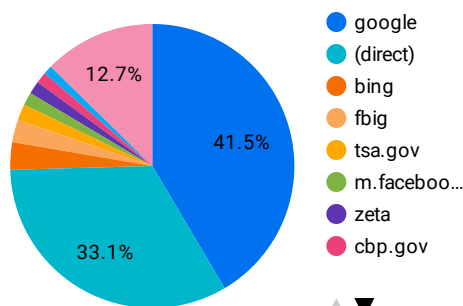
New vs. Returned Visitors

- new 80.9%
- returning 19.1%
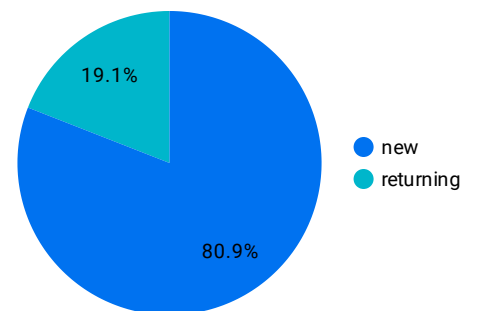
Social Media Traffic Visits

|	Source	Sessions ▾	Engagement rate	Total users
1.	m.facebook.com	37,570	99.71%	37,730
2.	t.co	7,608	99.58%	7,131
3.	linkedin.com	7,360	99.2%	6,652
4.	l.facebook.com	3,801	99.63%	3,662
5.	lm.facebook.com	3,469	99.71%	3,493
6.	reddit.com	2,926	99.38%	2,725
7.	snapchat.com	2,667	99.96%	2,668
8.	out.reddit.com	1,741	99.71%	1,729
9.	facebook.com	1,388	99.64%	1,385
10.	l.instagram.com	1,153	99.91%	1,135

A All Users Add comparison +

Custom Dec 1 – Dec 31, 2024 ▾

Google organic search traffic: Landing page + query string ✓ ▾

▽ Stream ID exactly matche... ✕

Organic Google Search clicks over time Day ▾

● Total ● Total
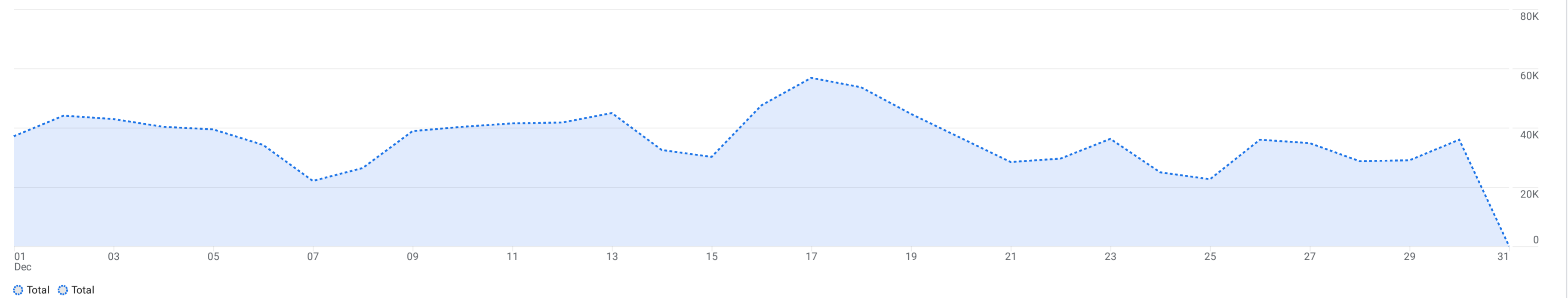
🔍 Search... Rows per page: 10 ▾ Go to: 1 〈 1-10 of 19313 〉

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	1,132,541 100% of total	83,242,054 100% of total	1.36% Avg 0%	14.93 100% of total	804,927 100% of total	870,305 100% of total	98.62% Avg 0%	1m 04s Avg 0%	7,658,223 100% of total	6,725, 100%
1	/check-wait-times	113,432	1,475,268	7.69%	23.99	99,282	104,159	100%	12s	640,797	590
2	/	58,752	1,922,360	3.06%	28.50	52,597	59,069	100%	1m 35s	819,081	714
3	/real-id	49,035	2,195,946	2.23%	14.29	45,901	48,392	100%	54s	399,255	348
4	/news/2024/12/17/dhs-strengthens-h-1b-program-allowing-us-employers-more-quickly-fill-critical-jobs	44,999	1,450,231	3.1%	8.57	40,971	42,695	100%	1m 14s	269,924	240
5	/real-id/real-id-faqs	28,808	2,986,202	0.96%	15.98	25,885	27,492	99.92%	1m 32s	155,111	133
6	/news/2024/12/12/joint-dhsfbi-statement-reports-drones-new-jersey	27,378	1,590,797	1.72%	8.88	24,514	25,188	100%	42s	150,154	131
7	/homeland-security-careers	25,291	1,408,222	1.8%	48.74	19,947	20,465	100%	57s	287,514	255
8	/blue-campaign/what-human-trafficking	21,569	650,636	3.32%	18.05	17,943	19,395	100%	1m 23s	131,875	113
9	/sites/default/files/publications/increasing_threats_of_deepfake_identities_0.pdf	18,426	1,255,230	1.47%	5.33	0	0	0%	0s	0	
10	/news/2024/12/16/dhs-fbi-faa-dod-joint-statement-ongoing-response-reported-drone-sightings	18,142	500,355	3.63%	6.85	17,279	17,688	100%	1m 01s	108,239	94

DHS.gov Customer Satisfaction Survey

Overall Customer Satisfaction Score   67.94

How would you rate your overall experience today?   65.66

Answer Choices	Responses	Points	Score
▪ Outstanding	671	100	67100
▪ Above Average	514	75	38550
▪ Average	680	50	34000
▪ Below Average	150	25	3750
▪ Poor	169	0	0
Total	**2184**		**143400**

Were you able to complete the purpose of your visit?   62.09

Answer Choices	Responses	Points	Score
▪ Yes	1356	100	135600
▪ No	828	0	0
Total	**2184**		**135600**

Would you still return to this website if you could get this information or service from another source?   86.26

Answer Choices	Responses	Points	Score
▪ Yes	1501	100	150100
▪ No	239	0	0
Total	**1740**		**150100**

Will you recommend this website to a friend or colleague?   80.92

Answer Choices	Responses	Points	Score
▪ Yes	1408	100	140800
▪ No	332	0	0
Total	**1740**		**140800**

Please describe your experience finding your way around (navigating) DHS.gov today.   58.45

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1017	100	101700
▪ Had technical difficulties (e.g. error messages, broken links)	84	0	0
▪ Links did not take me where I expected	63	0	0
▪ Links / labels are difficult to understand, they are not intuitive	140	0	0
▪ Navigated to general area but couldn't find the specific content needed	247	0	0
▪ Too many links or navigational choices	79	0	0
▪ Would often feel lost, not know where I was	110	0	0
Total	**1740**		**101700**

How was your experience using our site search?   48.46

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	502	100	50200
▪ I was not sure what words to use in my search	125	0	0
▪ Results were not helpful	166	0	0
▪ Results were not relevant to my search terms or needs	98	0	0
▪ Results were too similar / redundant	31	0	0
▪ Returned not enough or no results	62	0	0
▪ Returned too many results	52	0	0
Total	**1036**		**50200**

DHS.gov Customer Satisfaction Survey

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

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	76	3.48%
▪ Contact information	86	3.94%
▪ Contracting opportunities	44	2.01%
▪ Cybersecurity	80	3.66%
▪ Disaster assistance	33	1.51%
▪ Email, RSS feeds, or subscription services	21	0.96%
▪ Forms or publications	51	2.34%
▪ Human trafficking	65	2.98%
▪ Immigration and citizenship	141	6.46%
▪ Information about DHS (leadership, history, etc.)	65	2.98%
▪ Jobs / career information	216	9.89%
▪ Law enforcement	61	2.79%
▪ News	67	3.07%
▪ Photographs	6	0.27%
▪ Small business resources	30	1.37%
▪ Training	76	3.48%
▪ Travel	294	13.46%
▪ Videos	13	0.60%
▪ Other	759	34.75%
Total	**2184**	**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	28	5.32%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	400	76.05%
▪ Error on page	27	5.13%
▪ Multimedia / technical problem	33	6.27%
▪ Outdated information	38	7.22%
▪ Other	0	0.00%
Total	**526**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	127	7.30%
▪ Educator	96	5.52%
▪ Federal government employee	102	5.86%
▪ First responder / law enforcement official	79	4.54%
▪ Government contractor	64	3.68%
▪ International visitor	58	3.33%
▪ Job seeker	160	9.20%
▪ Media representative	9	0.52%
▪ Non-profit staff or volunteer	51	2.93%
▪ Seeking citizenship or immigration information	73	4.20%
▪ State, tribal, territorial or local government representative	31	1.78%
▪ Student	203	11.67%
▪ Traveler (domestic or international)	310	17.82%
▪ Other	377	21.67%
Total	**1740**	**100%**