

All Users
100.00% Sessions

Total Visits

5,001,251

% of Total: 100.00% (5,001,251)



Avg. Visit Duration

00:01:17

Avg for View: 00:01:17 (0.00%)



Pageviews

8,611,683

% of Total: 100.00% (8,611,683)



Unique Visitors

2,858,961

% of Total: 100.00% (2,858,961)



Avg. Pages / Visit

1.72

Avg for View: 1.72 (0.00%)



Avg. Time on Page

00:01:46

Avg for View: 00:01:46 (0.00%)



Bounce Rate

69.94%

Avg for View: 69.94% (0.00%)



Top Pages

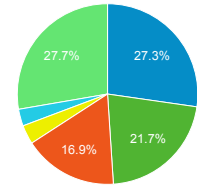
Page Title	Pageviews	Bounce Rate
Department Of Homeland Security Response To Recent Litigation Homeland Security	631,010	93.38%
Current Status of States/Territories Homeland Security	158,992	41.81%
DHS Announces Further Travel Restrictions for the Visa Waiver Program Homeland Security	140,436	86.40%
REAL ID Enforcement in Brief Homeland Security	124,078	29.19%
News Homeland Security	102,910	31.86%
Press Releases Homeland Security	91,923	55.14%
Statement By Secretary John Kelly On The Entry Of Lawful Permanent Residents Into The United States Homeland Security	88,920	86.38%
Statement from Secretary Kelly on the President's Appointment of Thomas D. Homan as Acting ICE Director Homeland Security	88,896	94.79%
Real ID Public FAQs Homeland Security	79,496	56.73%
Foster Child Homeland Security	61,233	88.05%

Visits by Social Network

Social Network	Sessions
Facebook	469,479
Twitter	84,016
reddit	34,306
Blogger	8,062
Hacker News	1,824
LinkedIn	1,236
Weebly	792
Google+	662
YouTube	526
Stack Exchange	339

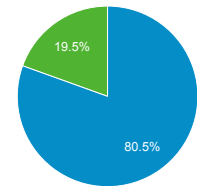
Visits by Source

google (direct) m.facebook.com t.co facebook.com Other



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users
100.00% Sessions

Visits to DHS.gov

5,001,251

% of Total: 100.00% (5,001,251)



Total Internal Searches

119,863

% of Total: 100.00% (119,863)



Total External Searches (Google)

880,181

% of Total: 17.60% (5,001,251)



Top Internal Searches by Search Term

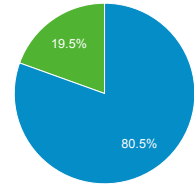
Search Term	Total Unique Searches
careers	1,164
jobs opportunities	672
case status	585
esta	559
real id	559
check my case status	500
jobs	491
forms	449
i-9 form	417
esta application	405

Top External Searches (Google - as reported)

Keyword	Sessions
us passport application	2,198
child sex video	1,906
children sex video	1,595
children sex videos	1,584
child sex videos	1,325
us passport	1,065
passport	892
homeland security jobs	621
real id	412
سکس	381

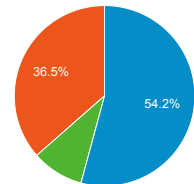
New vs. Returned Visitors

 New Visitor  Returning Visitor



Avg. Visits per Visitor

 1  2  Other



DHS.gov Customer Satisfaction Survey

Time Period: 01/1/2017–01/31/2017

Voice of the Customers

Feedback:

- The major customer issues to improve on the DHS.gov site include making content easier to find, label pages and navigation to help customers find relevant content quickly and easily.
- Other items to improve on the DHS.gov site include simplifying links and navigation choices, making navigation more intuitive, and remediating broken links.

Complete list available upon request

*Source: surveymonkey.com

Final Recommendations:

We continue to review and work on recommendations from DHS.gov metrics reports. The DHS.gov Web Team documents and analyzes the success of improvements through metrics in addition to emerging technologies, recommendations and actions.

Recommendations:

- **Difficulty Finding Content, Feeling Lost and Mislabeled Links:** The DHS.gov Web Team continues to implement more left navigation throughout site and restructure content and hyperlinks to promote a more productive, user-friendly experience.

Actions Taken:

- In an effort to address long-standing customer concerns and issues with DHS.gov, we launched a redesigned DHS.gov at the beginning of June 2016. Some of the specific differences you'll see are:
 1. Compatibility for both desktop computers and mobile devices (phones and tablets)
 2. Cleaner, easier-to-read site format and presentation
 3. Faster and more accurate site navigation using our internal search function and external search engines (like Google and Bing)

Throughout the course of this effort, we updated more than 9,000 pages to simplify how information is presented to the user. Each page now features easy-to-read type and a clear introduction, so you can quickly determine if you are on the right page. We also built in collapsing sections so that longer pages of content can be quickly skimmed for relevant information, and fixed over 1,350 broken links and over 4,330 misspellings across the site.

The new DHS.gov is also fully accessible, reinforcing the Department's commitment to meet or exceed federal Section 508 compliance standards.

Finally, we introduced new tools like updated slideshows and image carousels, which highlight new

DHS.gov Customer Satisfaction Survey

Time Period: 01/1/2017–01/31/2017

information and announcements from the Department.

- **Increase Visibility:** We continue to update our Frequently Requested Pages area to our web site each month according to our web metrics analysis. We also continue to add both internal and external links to our rotational banners, blogs and multimedia to help our readers find content quickly and easily.

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2017 - 01/31/2017

Overall Customer Satisfaction Score

72.71

How would you rate your overall experience today? **66.56**

Answer Choices	Responses	Points	Score
▪ Outstanding	693	100	69300
▪ Above Average	898	75	67350
▪ Average	806	50	40300
▪ Below Average	180	25	4500
▪ Poor	149	0	0
Total	2726		181450

Were you able to complete the purpose of your visit? **64.60**

Answer Choices	Responses	Points	Score
▪ Yes	1761	100	176100
▪ No	965	0	0
Total	2726		176100

Would you still return to this website if you could get this information or service from another source? **87.16**

Answer Choices	Responses	Points	Score
▪ Yes	2376	100	237600
▪ No	350	0	0
Total	2726		237600

Will you recommend this website to a friend or colleague? **82.32**

Answer Choices	Responses	Points	Score
▪ Yes	2244	100	224400
▪ No	482	0	0
Total	2726		224400

Please describe your experience finding your way around (navigating) DHS.gov today. **69.36**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1750	100	175000
▪ Had technical difficulties (e.g. error messages, broken links)	70	0	0
▪ Links did not take me where I expected	162	0	0
▪ Links / labels are difficult to understand, they are not intuitive	71	0	0
▪ Navigated to general area but couldn't find the specific content needed	345	0	0
▪ Too many links or navigational choices	60	0	0
▪ Would often feel lost, not know where I was	65	0	0
Total	2523		175000

How was your experience using our site search? **57.93**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	716	100	71600
▪ I was not sure what words to use in my search	103	0	0
▪ Results were not helpful	203	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	67	0	0
▪ Returned too many results	18	0	0
Total	1236		71600

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2017 - 01/31/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	148	5.43%
▪ Contact information	134	4.92%
▪ Contracting opportunities	30	1.10%
▪ Cybersecurity	188	6.90%
▪ Disaster assistance	47	1.72%
▪ Email, RSS feeds, or subscription services	29	1.06%
▪ Forms or publications	167	6.13%
▪ Human trafficking	114	4.18%
▪ Immigration and citizenship	304	11.15%
▪ Information about DHS (leadership, history, etc.)	163	5.98%
▪ Jobs / career information	298	10.93%
▪ Law enforcement	91	3.34%
▪ News	220	8.07%
▪ Photographs	10	0.37%
▪ Small business resources	17	0.62%
▪ Training	141	5.17%
▪ Travel	607	22.27%
▪ Videos	18	0.66%
Total	2726	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	29	2.82%
▪ Content wasn't easy to understand	86	8.36%
▪ Could not find what I was looking for	583	56.66%
▪ Error on page	30	2.92%
▪ Multimedia / technical problem	17	1.65%
▪ Outdated information	35	3.40%
▪ Other	249	24.20%
Total	1029	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	284	10.42%
▪ Educator	158	5.80%
▪ Federal government employee	176	6.46%
▪ First responder / law enforcement official	104	3.82%
▪ Government contractor	89	3.26%
▪ International visitor	71	2.60%
▪ Job seeker	205	7.52%
▪ Media representative	17	0.62%
▪ Non-profit staff or volunteer	99	3.63%
▪ Seeking citizenship or immigration information	113	4.15%
▪ State, tribal, territorial or local government representative	55	2.02%
▪ Student	336	12.33%
▪ Traveler (domestic or international)	491	18.01%
▪ Other	528	19.37%
Total	2726	100%