

DHS.gov Metrics Page

Oct 1, 2015 - Oct 31, 2015



Sessions

3,138,920

% of Total: 100.00% (3,138,920)



Users

1,502,937

% of Total: 100.00% (1,502,937)



Pageviews

5,285,144

% of Total: 100.00% (5,285,144)



Unique Pageviews

3,923,081

% of Total: 100.00% (3,923,081)



Avg. Visit Duration

00:02:35

Avg for View: 00:02:35 (0.00%)



Avg. Time on Page

00:03:47

Avg for View: 00:03:47 (0.00%)



Bounce Rate

68.66%

Avg for View: 68.66% (0.00%)



Avg. Pages Per Visitor

1.68

Avg for View: 1.68 (0.00%)



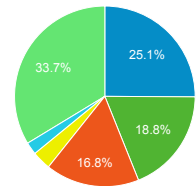
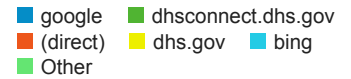
Top Pageviews

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	2,686,132	77.98%
Homeland Security	273,081	59.12%
Check Immigration Case Status Homeland Security	89,324	33.69%
Trusted Traveler Programs Homeland Security	70,954	19.85%
If You See Something, Say Something™ Homeland Security	66,640	83.05%
How Do I? Homeland Security	64,851	2.01%
Search Job Postings Homeland Security	43,401	33.15%
Homeland Security Careers Homeland Security	39,891	23.89%
About DHS Homeland Security	38,164	36.03%
Real ID Public FAQs Homeland Security	36,735	66.94%

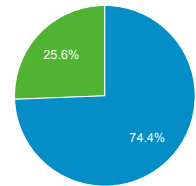
Top Unique Site Searches

Search Term	Total Unique Searches
careers	757
active shooter	587
jobs	547
case status	494
opt stem extension	476
esta	445
opt	407
global entry	376
real id	336
forms	320

Visits by Source



New vs. Returned Visitors





Visits to DHS.gov

3,138,920

% of Total: 100.00% (3,138,920)



Total Internal Searches

97,822

% of Total: 100.00% (97,822)



Total External Searches (Google)

620,556

% of Total: 19.77% (620,556)



Top Internal Searches by Search Term

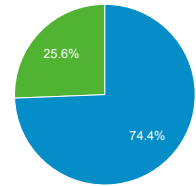
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Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	1,167
passport	869
us passport	838
passport application	738
homeland security jobs	723
(not set)	671
cyber security	465
passport application form	407
us passport application form	280
us passport application	245

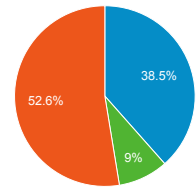
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



All Sessions
100.00%

Total Visits

3,138,920

% of Total: 100.00% (3,138,920)



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Avg for View: 00:02:35 (0.00%)



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Avg for View: 1.68 (0.00%)



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Avg for View: 00:03:47 (0.00%)



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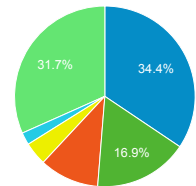


Top Pages

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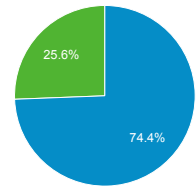
Visits by Source

■ dhsconnect.dhs.gov ■ google
■ (direct) ■ ncnewsonline.com
■ dhs.gov ■ Other



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	10,689
Blogger	8,758
Twitter	3,032
LinkedIn	688
TripAdvisor	532
Weebly	393
Stack Exchange	238
reddit	146
TypePad	139
Google+	78

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:

- **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.
- **Broken Links:** We continue to work with components hosted on DHS.gov to audit content and update content and links and remove material that is no longer relevant.

DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2015 – 10/31/2015

Top Landing Pages and Search Queries – October 2015

Most Visited Pages: For the month of October, the National Terrorism Advisory System, Trusted Traveler Program, Immigration and Careers topped the most visited landing pages on DHS.gov.

Top 10 Visited DHS.gov Landing Pages:*

Page	Sessions	Percent New Sessions	New Users	Bounce Rate	Pages per Session
/ntas/	1,038,801	14.07%	146,159	73.94%	1.47
/ntas/index.shtm	734,942	35.75%	262,725	83.86%	1.34
/index.shtm	205,652	77.61%	159,604	59.29%	2.46
/how-do-i/check-immigration-case-status	59,406	66.98%	39,790	33.64%	1.72
/see-something-say-something	52,732	67.92%	35,816	83.03%	1.35
/real-id-public-faqs	28,699	85.38%	24,504	67.02%	1.57
/how-do-i/apply-us-passport	23,148	89.36%	20,685	25.82%	1.38
/national-cyber-security-awareness-month	22,101	75.86%	16,766	73.85%	1.74
/trusted-traveler-programs	21,497	85.44%	18,367	20.41%	1.48
/dhs-trip	20,944	86.37%	18,089	70.49%	1.69
Totals and Averages	2,207,922	68.47%	742,505	59.14%	1.62

Top Search Engine Queries: External and internal search queries continue to follow similar trends.

Top Internal Search Queries* (excludes "dhs" and repeating/similar queries)	Top External Search Queries* (excludes "dhs" and repeating/similar queries)
careers	uscis case status
active shooter	passport
jobs	us passport
case status	passport application
opt stem extension	homeland security jobs
esta	(not set)
opt	cyber security
global entry	passport application form
real id	us passport application form
forums	us passport application

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2015 - 10/31/2015

Overall Customer Satisfaction Score

72.10

How would you rate your overall experience today?

67.33

Answer Choices	Responses	Points	Score
▪ Outstanding	411	100	41100
▪ Above Average	545	75	40875
▪ Average	493	50	24650
▪ Below Average	98	25	2450
▪ Poor	73	0	0
Total	1620		109075

Were you able to complete the purpose of your visit?

61.17

Answer Choices	Responses	Points	Score
▪ Yes	991	100	99100
▪ No	629	0	0
Total	1620		99100

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

89.01

Answer Choices	Responses	Points	Score
▪ Yes	1442	100	144200
▪ No	178	0	0
Total	1620		144200

Will you recommend this website to a friend or colleague?

84.07

Answer Choices	Responses	Points	Score
▪ Yes	1362	100	136200
▪ No	258	0	0
Total	1620		136200

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

65.89

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	995	100	99500
▪ Had technical difficulties (e.g. error messages, broken links)	78	0	0
▪ Links did not take me where I expected	79	0	0
▪ Links / labels are difficult to understand, they are not intuitive	32	0	0
▪ Navigated to general area but couldn't find the specific content needed	229	0	0
▪ Too many links or navigational choices	48	0	0
▪ Would often feel lost, not know where I was	49	0	0
Total	1510		99500

How was your experience using our site search?

55.68

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	407	100	40700
▪ I was not sure what words to use in my search	64	0	0
▪ Results were not helpful	118	0	0
▪ Results were not relevant to my search terms or needs	62	0	0
▪ Results were too similar / redundant	17	0	0
▪ Returned not enough or no results	47	0	0
▪ Returned too many results	16	0	0
Total	731		40700

DHS.gov Customer Satisfaction Survey

Time Period: 10/1/2015 - 10/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	40	2.47%
▪ Contact information	83	5.12%
▪ Contracting opportunities	31	1.91%
▪ Cybersecurity	252	15.56%
▪ Disaster assistance	55	3.40%
▪ Email, RSS feeds, or subscription services	15	0.93%
▪ Forms or publications	93	5.74%
▪ Human trafficking	37	2.28%
▪ Immigration and citizenship	122	7.53%
▪ Information about DHS (leadership, history, etc.)	150	9.26%
▪ Jobs / career information	290	17.90%
▪ Law enforcement	81	5.00%
▪ News	59	3.64%
▪ Photographs	3	0.19%
▪ Small business resources	19	1.17%
▪ Training	125	7.72%
▪ Travel	151	9.32%
▪ Videos	14	0.86%
Total	1620	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	40	6.03%
▪ Content wasn't easy to understand	54	8.14%
▪ Could not find what I was looking for	355	53.54%
▪ Error on page	23	3.47%
▪ Multimedia / technical problem	10	1.51%
▪ Outdated information	24	3.62%
▪ Other	157	23.68%
Total	663	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	182	11.23%
▪ Educator	106	6.54%
▪ Federal government employee	147	9.07%
▪ First responder / law enforcement official	82	5.06%
▪ Government contractor	87	5.37%
▪ International visitor	34	2.10%
▪ Job seeker	160	9.88%
▪ Media representative	10	0.62%
▪ Non-profit staff or volunteer	57	3.52%
▪ Seeking citizenship or immigration information	44	2.72%
▪ State, tribal, territorial or local government representative	58	3.58%
▪ Student	323	19.94%
▪ Traveler (domestic or international)	120	7.41%
▪ Other	210	12.96%
Total	1620	100%