# DHS.gov Web Performance Metrics

All Sessions
100.00%

## Total Visits

**2,269,877**
% of Total: **100.00% (2,269,877)**

## Avg. Visit Duration

**00:01:36**
Avg for View: **00:01:36 (0.00%)**

## Pageviews

**4,157,060**
% of Total: **100.00% (4,157,060)**

## Unique Visitors

**1,459,427**
% of Total: **100.00% (1,459,427)**

## Avg. Pages / Visit

**1.83**
Avg for View: **1.83 (0.00%)**

## Avg. Time on Page

**00:01:55**
Avg for View: **00:01:55 (0.00%)**

## Bounce Rate

**64.38%**
Avg for View: **64.38% (0.00%)**

## Top Pages

| Page Title | Pageviews | Bounce Rate |
|---|---|---|
| National Terrorism Advisory System Widget | 1,171,280 | 82.16% |
| Homeland Security | 329,551 | 56.18% |
| Comparison Chart \| Homeland Security | 131,464 | 64.12% |
| National Terrorism Advisory System \| Homeland Security | 119,703 | 56.74% |
| Check Immigration Case Status \| Homeland Security | 87,923 | 33.46% |
| How Do I? \| Homeland Security | 69,400 | 1.50% |
| If You See Something, Say Something™ \| Homeland Security | 58,103 | 78.17% |
| Search Job Postings \| Homeland Security | 44,427 | 33.39% |
| Homeland Security Careers \| Homeland Security | 42,567 | 24.19% |
| Topics \| Homeland Security | 42,267 | 44.24% |

## Visits by Social Network

| Social Network | Sessions |
|---|---|
| Facebook | 17,779 |
| Blogger | 8,637 |
| Twitter | 3,372 |
| Weebly | 1,356 |
| LinkedIn | 665 |
| TripAdvisor | 460 |
| Stack Exchange | 222 |
| reddit | 149 |
| TypePad | 102 |
| Google+ | 89 |

## Visits by Source

- google
- (direct)
- ncnewsonline.com
- terror-alert.com
- dhs.gov
- Other

27.3%
19.6%
40.4%

## New vs. Returned Visitors

- New Visitor
- Returning Visitor

21.8%
78.2%
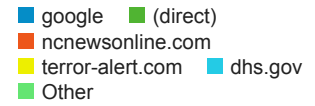
## Sessions

**2,306,448**
% of Total: **100.00% (2,306,448)**

## Users

**1,481,603**
% of Total: **100.00% (1,481,603)**

## Pageviews

**4,217,246**
% of Total: **100.00% (4,217,246)**

## Unique Pageviews

**3,277,100**
% of Total: **100.00% (3,277,100)**

## Avg. Visit Duration

**00:01:36**
Avg for View: **00:01:36 (0.00%)**

## Avg. Time on Page

**00:01:55**
Avg for View: **00:01:55 (0.00%)**

## Bounce Rate

**64.44%**
Avg for View: **64.44% (0.00%)**

## Avg. Pages Per Visitor

**1.83**
Avg for View: **1.83 (0.00%)**

## Top Pageviews

| Page Title | Pageviews | Bounce Rate |
|---|---|---|
| National Terrorism Advisory System Widget | 1,192,537 | 82.20% |
| Homeland Security | 333,985 | 56.31% |
| Comparison Chart \| Homeland Security | 131,995 | 64.10% |
| National Terrorism Advisory System \| Homeland Security | 120,138 | 56.77% |
| Check Immigration Case Status \| Homeland Security | 89,573 | 33.49% |
| How Do I? \| Homeland Security | 70,361 | 1.51% |
| If You See Something, Say Something™ \| Homeland Security | 59,614 | 78.34% |
| Search Job Postings \| Homeland Security | 45,098 | 33.55% |
| Trusted Traveler Programs \| Homeland Security | 43,465 | 19.82% |
| Homeland Security Careers \| Homeland Security | 43,237 | 24.25% |

## Top Unique Site Searches

| Search Term | Total Unique Searches |
|---|---|
| ups uniform alert | 4,891 |
| ups | 1,464 |
| ups uniforms alert | 982 |
| ups uniforms government warning | 960 |
| careers | 817 |
| alerts | 767 |
| UPS | 756 |
| ups uniforms | 753 |
| threat level | 704 |
| kimberly bush-carr | 639 |

## Visits by Source

- google
- (direct)
- terror-alert.com
- dhs.gov
- bing
- Other

31.6%
24.1%
32.3%

## New vs. Returned Visitors

- New Visitor
- Returning Visitor

21.7%
78.3%

# DHS.gov Search Web Performance Metrics
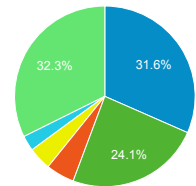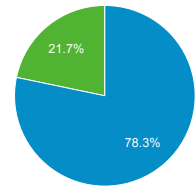
### Visits to DHS.gov

**2,269,877**
% of Total: **100.00% (2,269,877)**

### Total Internal Searches

**117,329**
% of Total: **100.00% (117,329)**

### Total External Searches (Google)

**723,334**
% of Total: **31.87% (2,269,877)**

### Top Internal Searches by Search Term

| Search Term | Total Unique Searches |
| --- | --- |
| ups uniform alert | 4,891 |
| ups | 1,464 |
| ups uniforms alert | 982 |
| ups uniforms government warning | 960 |
| careers | 812 |
| alerts | 766 |
| UPS | 756 |
| ups uniforms | 753 |
| threat level | 703 |
| kimberly bush-carr | 639 |

### Top External Searches (Google - as reported)

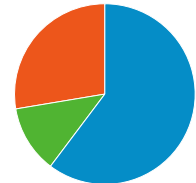| Keyword | Sessions |
| --- | --- |
| uscis case status | 1,332 |
| homeland security jobs | 772 |
| (not set) | 755 |
| us passport | 703 |
| passport | 697 |
| passport application | 527 |
| us passport application form | 426 |
| cyber security | 294 |
| see something say something | 255 |
| us passport application | 249 |

### New vs. Returned Visitors

■ New Visitor   ■ Returning Visitor
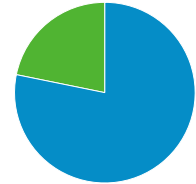
### Avg. Visits per Visitor

■ 1   ■ 2   ■ Other

# 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: 11/1/2015 – 11/30/2015

# Top Landing Pages and Search Queries – November 2015

**Most Visited Pages:** For the month of November, the National Terrorism Advisory System, Trusted Traveler Program, Immigration and Cyber Security 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/index.shtm | 755,165 | 37.51% | 283,272 | 82.96% | 1.35 |
| /index.shtm | 249,372 | 78.51% | 196,267 | 56.22% | 2.55 |
| /comparison-chart | 103,555 | 89.49% | 92,668 | 65.37% | 1.14 |
| /national-terrorism-advisory-system | 73,319 | 73.53% | 53,910 | 56.78% | 2.13 |
| /how-do-i/check-immigration-case-status | 60,527 | 66.81% | 40,437 | 33.59% | 1.69 |
| /see-something-say-something | 42,514 | 72.67% | 30,893 | 78.18% | 1.53 |
| /ntas | 29,430 | 21.92% | 6,452 | 62.18% | 1.83 |
| /trusted-travel-programs | 21,904 | 85.05% | 18,630 | 19.18% | 1.46 |
| /topic/cybersecurity | 21,442 | 71.41% | 15,311 | 55.07% | 2.47 |
| /dhs-trip | 20,030 | 85.83% | 17,192 | 70.67% | 1.66 |
| **Totals and Averages** | 1,377,258 | 68.27% | 755,032 | 58.02% | 1.78 |

**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) |
|------|------|
| ups uniform alert | uscis case status |
| ups | homeland security jobs |
| ups uniforms alert | (not set) |
| ups uniforms government warning | us passport |
| careers | passport |
| alerts | passport application |
| UPS | us passport application form |
| ups uniforms | cyber security |
| threat level | see something say something |
| kimberly bush-carr | us passport application |

*Source: Google Analytics

# DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2015 - 11/30/2015

## Overall Customer Satisfaction Score       68.31

### How would you rate your overall experience today?       63.28

| Answer Choices | Responses | Points | Score |
|---|---|---|---|
| ▪ Outstanding | 438 | 100 | 43800 |
| ▪ Above Average | 614 | 75 | 46050 |
| ▪ Average | 692 | 50 | 34600 |
| ▪ Below Average | 155 | 25 | 3875 |
| ▪ Poor | 129 | 0 | 0 |
| **Total** | **2028** | | **128325** |

### Were you able to complete the purpose of your visit?       58.78

| Answer Choices | Responses | Points | Score |
|---|---|---|---|
| ▪ Yes | 1192 | 100 | 119200 |
| ▪ No | 836 | 0 | 0 |
| **Total** | **2028** | | **119200** |

### Would you still return to this website if you could get this information or service from another source?       86.14

| Answer Choices | Responses | Points | Score |
|---|---|---|---|
| ▪ Yes | 1747 | 100 | 174700 |
| ▪ No | 281 | 0 | 0 |
| **Total** | **2028** | | **174700** |

### Will you recommend this website to a friend or colleague?       80.13

| Answer Choices | Responses | Points | Score |
|---|---|---|---|
| ▪ Yes | 1625 | 100 | 162500 |
| ▪ No | 403 | 0 | 0 |
| **Total** | **2028** | | **162500** |

### Please describe your experience finding your way around (navigating) DHS.gov today.       60.19

NOTE: Excludes "Other" responses

| Answer Choices | Responses | Points | Score |
|---|---|---|---|
| ▪ Encountered no difficulties | 1125 | 100 | 112500 |
| ▪ Had technical difficulties (e.g. error messages, broken links) | 97 | 0 | 0 |
| ▪ Links did not take me where I expected | 148 | 0 | 0 |
| ▪ Links / labels are difficult to understand, they are not intuitive | 61 | 0 | 0 |
| ▪ Navigated to general area but couldn't find the specific content needed | 318 | 0 | 0 |
| ▪ Too many links or navigational choices | 58 | 0 | 0 |
| ▪ Would often feel lost, not know where I was | 62 | 0 | 0 |
| **Total** | **1869** | | **112500** |

### How was your experience using our site search?       52.11

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

| Answer Choices | Responses | Points | Score |
|---|---|---|---|
| ▪ Encountered no difficulties | 495 | 100 | 49500 |
| ▪ I was not sure what words to use in my search | 90 | 0 | 0 |
| ▪ Results were not helpful | 169 | 0 | 0 |
| ▪ Results were not relevant to my search terms or needs | 97 | 0 | 0 |
| ▪ Results were too similar / redundant | 30 | 0 | 0 |
| ▪ Returned not enough or no results | 51 | 0 | 0 |
| ▪ Returned too many results | 18 | 0 | 0 |
| **Total** | **950** | | **49500** |

# DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2015 - 11/30/2015

## Demographic Information

### What Information were you looking for today?

| Answer Choices | Responses | Percentage |
|---|---|---|
| ▪ Border management | 69 | 3.40% |
| ▪ Contact information | 129 | 6.36% |
| ▪ Contracting opportunities | 32 | 1.58% |
| ▪ Cybersecurity | 152 | 7.50% |
| ▪ Disaster assistance | 56 | 2.76% |
| ▪ Email, RSS feeds, or subscription services | 64 | 3.16% |
| ▪ Forms or publications | 127 | 6.26% |
| ▪ Human trafficking | 31 | 1.53% |
| ▪ Immigration and citizenship | 151 | 7.45% |
| ▪ Information about DHS (leadership, history, etc.) | 176 | 8.68% |
| ▪ Jobs / career information | 320 | 15.78% |
| ▪ Law enforcement | 111 | 5.47% |
| ▪ News | 246 | 12.13% |
| ▪ Photographs | 6 | 0.30% |
| ▪ Small business resources | 22 | 1.08% |
| ▪ Training | 156 | 7.69% |
| ▪ Travel | 161 | 7.94% |
| ▪ Videos | 19 | 0.94% |
| **Total** | **2028** | **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 | 42 | 4.72% |
| ▪ Content wasn't easy to understand | 67 | 7.54% |
| ▪ Could not find what I was looking for | 518 | 58.27% |
| ▪ Error on page | 19 | 2.14% |
| ▪ Multimedia / technical problem | 18 | 2.02% |
| ▪ Outdated information | 31 | 3.49% |
| ▪ Other | 194 | 21.82% |
| **Total** | **889** | **100%** |

### Which of the following best describes you?

| Answer Choices | Responses | Percentage |
|---|---|---|
| ▪ Business representative | 202 | 9.96% |
| ▪ Educator | 126 | 6.21% |
| ▪ Federal government employee | 160 | 7.89% |
| ▪ First responder / law enforcement official | 127 | 6.26% |
| ▪ Government contractor | 80 | 3.94% |
| ▪ International visitor | 31 | 1.53% |
| ▪ Job seeker | 190 | 9.37% |
| ▪ Media representative | 8 | 0.39% |
| ▪ Non-profit staff or volunteer | 65 | 3.21% |
| ▪ Seeking citizenship or immigration information | 54 | 2.66% |
| ▪ State, tribal, territorial or local government representative | 51 | 2.51% |
| ▪ Student | 389 | 19.18% |
| ▪ Traveler (domestic or international) | 135 | 6.66% |
| ▪ Other | 410 | 20.22% |
| **Total** | **2028** | **100%** |