



Sessions

2,546,513

% of Total: 100.00% (2,546,513)



Users

1,615,274

% of Total: 100.00% (1,615,274)



Pageviews

4,665,617

% of Total: 100.00% (4,665,617)



Unique Pageviews

3,626,035

% of Total: 100.00% (3,626,035)



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

64.01%

Avg for View: 64.01% (0.00%)



Avg. Pages Per Visitor

1.83

Avg for View: 1.83 (0.00%)



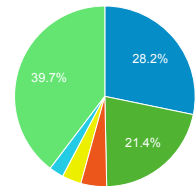
Top Pageviews

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	1,568,621	82.19%
Homeland Security	292,594	22.17%
Check Immigration Case Status Homeland Security	115,417	35.62%
National Terrorism Advisory System Bulletin - December 16, 2015 Homeland Security	106,040	88.42%
REAL ID Enforcement in Brief Homeland Security	99,748	67.74%
Real ID Public FAQs Homeland Security	98,316	64.23%
Active Shooter Preparedness Homeland Security	73,375	53.76%
How Do I? Homeland Security	69,179	1.82%
Current Status of States/Territories Homeland Security	68,729	79.97%
National Terrorism Advisory System Homeland Security	65,286	60.90%

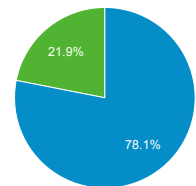
Top Unique Site Searches

Search Term	Total Unique Searches
active shooter	1,630
real id	834
careers	833
real id non compliant states	547
case status	460
jobs	451
active shooter video	429
esta	393
active shooter training	362
global entry	322

Visits by Source



New vs. Returned Visitors



DHS.gov Search Web Performance Metrics

Dec 1, 2015 - Dec 31, 2015



Visits to DHS.gov

2,546,513

% of Total: 100.00% (2,546,513)



Total Internal Searches

102,236

% of Total: 100.00% (102,236)



Total External Searches (Google)

711,785

% of Total: 27.95% (2,546,513)



Top Internal Searches by Search Term

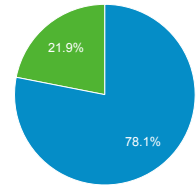
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Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	1,732
passport	770
homeland security jobs	735
passport application	726
us passport	661
(not set)	640
real id	397
active shooter training	388
us passport application form	326
see something say something	316

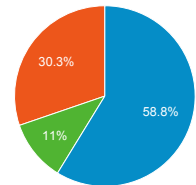
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other





Total Visits

2,546,513

% of Total: 100.00% (2,546,513)



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00:01:36

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



Pageviews

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% of Total: 100.00% (4,665,617)



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Avg. Pages / Visit

1.83

Avg for View: 1.83 (0.00%)



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64.01%

Avg for View: 64.01% (0.00%)



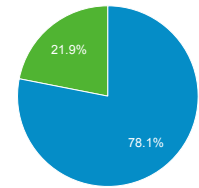
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Visits by Source

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	105,409
Blogger	7,842
Twitter	4,948
Weebly	1,177
LinkedIn	707
TripAdvisor	548
reddit	357
Stack Exchange	236
CafeMom	158
TypePad	125

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: 12/1/2015 – 12/31/2015

Top Landing Pages and Search Queries – December 2015

Most Visited Pages: For the month of December, the National Terrorism Advisory System, Real ID, Immigration, See Something Say Something and Active Shooter Preparedness 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	902,448	34.13%	307,978	82.76	1.37
/index.shtm	201,880	77.96%	157,395	22.20	3.24
/real-id-enforcement-brief	130,392	92.89%	121,123	88.48	1.18
/ntas/advisory/ntas_15_1216_0001	84,692	92.27%	78,145	35.73	1.62
/real-id-public-faqs	84,414	86.24%	72,798	64.31	1.65
/how-do-i/check-immigration-case-status	79,675	65.78%	52,407	67.44	1.68
/current-status-states-territories	55,466	87.07%	48,294	79.98	1.45
/see-something-say-something	38,795	79.87%	30,987	54.01	2.43
/national-terrorism-advisory-system	38,444	71.80%	27,604	78.60	1.56
/active-shooter-preparedness	37,000	73.96%	27,366	60.96	2.10
Totals and Averages	1,653,206	76.20%	924,097	634.47	1.83

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)
active shooter	uscis case status
real id	passport
careers	homeland security jobs
real id non compliant states	passport application
case status	us passport
jobs	(not set)
active shooter video	real id
esta	active shooter training
active shooter training	us passport application form
global entry	see something say something

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 12/1/2015 - 12/31/2015

Overall Customer Satisfaction Score

71.90

How would you rate your overall experience today?

66.07

Answer Choices	Responses	Points	Score
▪ Outstanding	526	100	52600
▪ Above Average	759	75	56925
▪ Average	703	50	35150
▪ Below Average	138	25	3450
▪ Poor	116	0	0
Total	2242		148125

Were you able to complete the purpose of your visit?

62.49

Answer Choices	Responses	Points	Score
▪ Yes	1401	100	140100
▪ No	841	0	0
Total	2242		140100

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

87.07

Answer Choices	Responses	Points	Score
▪ Yes	1952	100	195200
▪ No	290	0	0
Total	2242		195200

Will you recommend this website to a friend or colleague?

82.74

Answer Choices	Responses	Points	Score
▪ Yes	1855	100	185500
▪ No	387	0	0
Total	2242		185500

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

66.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1380	100	138000
▪ Had technical difficulties (e.g. error messages, broken links)	78	0	0
▪ Links did not take me where I expected	115	0	0
▪ Links / labels are difficult to understand, they are not intuitive	62	0	0
▪ Navigated to general area but couldn't find the specific content needed	327	0	0
▪ Too many links or navigational choices	53	0	0
▪ Would often feel lost, not know where I was	59	0	0
Total	2074		138000

How was your experience using our site search?

59.83

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	642	100	64200
▪ I was not sure what words to use in my search	78	0	0
▪ Results were not helpful	168	0	0
▪ Results were not relevant to my search terms or needs	100	0	0
▪ Results were too similar / redundant	25	0	0
▪ Returned not enough or no results	43	0	0
▪ Returned too many results	17	0	0
Total	1073		64200

DHS.gov Customer Satisfaction Survey

Time Period: 12/1/2015 - 12/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	50	2.23%
▪ Contact information	158	7.05%
▪ Contracting opportunities	34	1.52%
▪ Cybersecurity	132	5.89%
▪ Disaster assistance	70	3.12%
▪ Email, RSS feeds, or subscription services	62	2.77%
▪ Forms or publications	161	7.18%
▪ Human trafficking	31	1.38%
▪ Immigration and citizenship	127	5.66%
▪ Information about DHS (leadership, history, etc.)	156	6.96%
▪ Jobs / career information	306	13.65%
▪ Law enforcement	124	5.53%
▪ News	193	8.61%
▪ Photographs	0	0.00%
▪ Small business resources	25	1.12%
▪ Training	288	12.85%
▪ Travel	286	12.76%
▪ Videos	39	1.74%
Total	2242	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	3.13%
▪ Content wasn't easy to understand	60	6.70%
▪ Could not find what I was looking for	494	55.20%
▪ Error on page	18	2.01%
▪ Multimedia / technical problem	20	2.23%
▪ Outdated information	41	4.58%
▪ Other	234	26.15%
Total	895	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	272	12.13%
▪ Educator	134	5.98%
▪ Federal government employee	161	7.18%
▪ First responder / law enforcement official	159	7.09%
▪ Government contractor	93	4.15%
▪ International visitor	43	1.92%
▪ Job seeker	194	8.65%
▪ Media representative	12	0.54%
▪ Non-profit staff or volunteer	80	3.57%
▪ Seeking citizenship or immigration information	46	2.05%
▪ State, tribal, territorial or local government representative	87	3.88%
▪ Student	298	13.29%
▪ Traveler (domestic or international)	237	10.57%
▪ Other	426	19.00%
Total	2242	100%