

DHS.gov Web Performance Metrics

Mar 1, 2019 - Mar 31, 2019

All Users
100.00% Sessions

Total Visits

3,394,197

% of Total: 100.00% (3,394,197)



Avg. Visit Duration

00:01:40

Avg for View: 00:01:40 (0.00%)



Pageviews

6,400,313

% of Total: 100.00% (6,400,313)



Unique Visitors

2,190,158

% of Total: 100.00% (2,190,158)



Avg. Pages / Visit

1.89

Avg for View: 1.89 (0.00%)



Avg. Time on Page

00:01:53

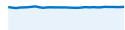
Avg for View: 00:01:53 (0.00%)



Bounce Rate

60.65%

Avg for View: 60.65% (0.00%)



Top Pages

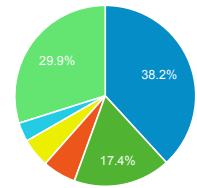
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	262,430	40.55%
Trusted Traveler Programs Homeland Security	232,311	41.86%
Real ID Public FAQs Homeland Security	186,271	71.07%
Indicators of Human Trafficking Homeland Security	179,216	88.31%
Learn What I Can Bring on the Plane Homeland Security	127,189	67.61%
Trusted Traveler Comparison Tool	101,630	55.07%
Search Job Postings Homeland Security	48,833	23.14%
What Is Human Trafficking? Homeland Security	47,520	76.77%
Immigration Data & Statistics Homeland Security	45,200	36.15%
State Compliance Homeland Security	41,988	61.54%

Visits by Social Network

Social Network	Sessions
Facebook	40,061
Twitter	6,006
Blogger	1,322
LinkedIn	1,158
Instagram	570
YouTube	497
reddit	460
Quora	381
Instagram Stories	228
TypePad	100

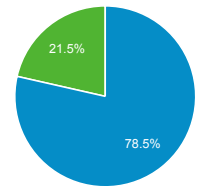
Visits by Source

■ google
 ■ (direct)
 ■ facebook.com
 ■ tsa.gov
 ■ ttp.cbp.dhs.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



DHS.gov Search Performance Metrics

Mar 1, 2019 - Mar 31, 2019

All Users
100.00% Sessions

Visits to DHS.gov

3,394,197

% of Total: 100.00% (3,394,197)



Total Internal Searches

83,369

% of Total: 100.00% (83,369)



Total External Searches (Google)

977,243

% of Total: 28.79% (977,243)

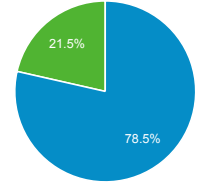


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	543	0
careers	525	0
real id	490	0
esta	420	0
jobs	420	0
real id compliant states	420	0
global entry application	403	0
global entry renewal	341	0
active shooter	333	0
tsa pre check	333	0

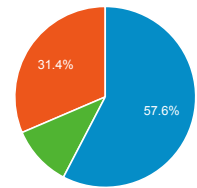
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Learn What I Can Bring on the Plane Homeland Security	101,936
Homeland Security Home	75,485
REAL ID Homeland Security	47,231
Real ID Public FAQs Homeland Security	46,338
Check Wait Times Homeland Security	24,377
Immigration Data & Statistics Homeland Security	19,843
What Is Human Trafficking? Homeland Security	19,843
Sex Trafficking Awareness Videos Homeland Security	15,449
Search Job Postings Homeland Security	12,665
Current Status of States/Territories Homeland Security	11,694

DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2019- 03/31/2019

Overall Customer Satisfaction Score

68.25

How would you rate your overall experience today?

64.37

Answer Choices	Responses	Points	Score
▪ Outstanding	659	100	65900
▪ Above Average	856	75	64200
▪ Average	813	50	40650
▪ Below Average	215	25	5375
▪ Poor	193	0	0
Total	2736		176125

Were you able to complete the purpose of your visit?

58.22

Answer Choices	Responses	Points	Score
▪ Yes	1593	100	159300
▪ No	1143	0	0
Total	2736		159300

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

85.31

Answer Choices	Responses	Points	Score
▪ Yes	2334	100	233400
▪ No	402	0	0
Total	2736		233400

Will you recommend this website to a friend or colleague?

79.61

Answer Choices	Responses	Points	Score
▪ Yes	2178	100	217800
▪ No	558	0	0
Total	2736		217800

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

61.19

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1534	100	153400
▪ Had technical difficulties (e.g. error messages, broken links)	86	0	0
▪ Links did not take me where I expected	187	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	470	0	0
▪ Too many links or navigational choices	75	0	0
▪ Would often feel lost, not know where I was	93	0	0
Total	2507		153400

How was your experience using our site search?

52.31

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	724	100	72400
▪ I was not sure what words to use in my search	108	0	0
▪ Results were not helpful	262	0	0
▪ Results were not relevant to my search terms or needs	124	0	0
▪ Results were too similar / redundant	39	0	0
▪ Returned not enough or no results	88	0	0
▪ Returned too many results	39	0	0
Total	1384		72400

DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2019- 03/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	149	5.45%
▪ Contact information	150	5.48%
▪ Contracting opportunities	26	0.95%
▪ Cybersecurity	165	6.03%
▪ Disaster assistance	76	2.78%
▪ Email, RSS feeds, or subscription services	26	0.95%
▪ Forms or publications	216	7.89%
▪ Human trafficking	161	5.88%
▪ Immigration and citizenship	221	8.08%
▪ Information about DHS (leadership, history, etc.)	168	6.14%
▪ Jobs / career information	254	9.28%
▪ Law enforcement	110	4.02%
▪ News	108	3.95%
▪ Photographs	9	0.33%
▪ Small business resources	28	1.02%
▪ Training	189	6.91%
▪ Travel	626	22.88%
▪ Videos	54	1.97%
Total	2736	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	47	4.00%
▪ Content wasn't easy to understand	90	7.67%
▪ Could not find what I was looking for	679	57.84%
▪ Error on page	29	2.47%
▪ Multimedia / technical problem	23	1.96%
▪ Outdated information	52	4.43%
▪ Other	254	21.64%
Total	1174	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	224	8.19%
▪ Educator	194	7.09%
▪ Federal government employee	139	5.08%
▪ First responder / law enforcement official	160	5.85%
▪ Government contractor	90	3.29%
▪ International visitor	45	1.64%
▪ Job seeker	172	6.29%
▪ Media representative	10	0.37%
▪ Non-profit staff or volunteer	90	3.29%
▪ Seeking citizenship or immigration information	54	1.97%
▪ State, tribal, territorial or local government representative	62	2.27%
▪ Student	410	14.99%
▪ Traveler (domestic or international)	560	20.47%
▪ Other	526	19.23%
Total	2736	100%