

DHS.gov Web Performance Metrics

Jun 1, 2019 - Jun 30, 2019

All Users
100.00% Sessions

Total Visits

3,084,833

% of Total: 100.00% (3,084,833)



Avg. Visit Duration

00:01:39

Avg for View: 00:01:39 (0.00%)



Pageviews

5,886,629

% of Total: 100.00% (5,886,629)



Unique Visitors

2,065,539

% of Total: 100.00% (2,065,539)



Avg. Pages / Visit

1.91

Avg for View: 1.91 (0.00%)



Avg. Time on Page

00:01:49

Avg for View: 00:01:49 (0.00%)



Bounce Rate

64.04%

Avg for View: 64.04% (0.00%)



Top Pages

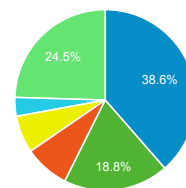
Page Title	Pageviews	Bounce Rate
Indicators of Human Trafficking Homeland Security	319,300	93.20%
REAL ID Homeland Security	233,348	42.05%
Learn What I Can Bring on the Plane Homeland Security	128,195	69.05%
Real ID Public FAQs Homeland Security	118,469	76.81%
What Is Human Trafficking? Homeland Security	113,536	90.88%
Trusted Traveler Programs Homeland Security	58,509	45.09%
Search Job Postings Homeland Security	46,645	24.67%
Redirection page Homeland Security	42,157	43.48%
Immigration Data & Statistics Homeland Security	35,428	37.65%
Trusted Traveler Comparison Tool	35,327	62.60%

Visits by Social Network

Social Network	Sessions
Facebook	27,934
Twitter	3,618
LinkedIn	1,785
Blogger	831
reddit	458
YouTube	415
Instagram	362
Quora	355
TypePad	146
Yammer	132

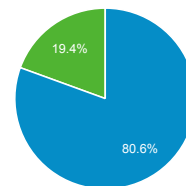
Visits by Source

■ google
 ■ (direct)
 ■ facebook.com
 ■ instagram.com
 ■ bing
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



DHS.gov Search Performance Metrics

Jun 1, 2019 - Jun 30, 2019

All Users
100.00% Sessions

Visits to DHS.gov

3,084,833

% of Total: 100.00% (3,084,833)



Total Internal Searches

71,989

% of Total: 100.00% (71,989)



Total External Searches (Google)

820,472

% of Total: 26.60% (820,472)

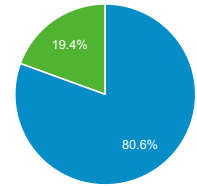


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	905	0
real id	640	0
careers	585	0
global entry application status	539	0
global entry application	429	0
active shooter	375	8
jobs	367	0
case status	359	0
esta	351	0
real id compliant states	328	0

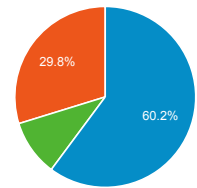
New vs. Returned Visitors

■ 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	102,265
Indicators of Human Trafficking Homeland Security	74,822
Homeland Security Home	61,061
REAL ID Homeland Security	36,482
Real ID Public FAQs Homeland Security	21,465
Check Wait Times Homeland Security	21,379
Immigration Data & Statistics Homeland Security	17,476
Search Job Postings Homeland Security	12,364
Cross U.S. Borders Homeland Security	12,231
What Is Human Trafficking? Homeland Security	9,850

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2019- 06/30/2019

Overall Customer Satisfaction Score

68.75

How would you rate your overall experience today?

64.74

Answer Choices	Responses	Points	Score
▪ Outstanding	546	100	54600
▪ Above Average	719	75	53925
▪ Average	631	50	31550
▪ Below Average	156	25	3900
▪ Poor	172	0	0
Total	2224		143975

Were you able to complete the purpose of your visit?

57.73

Answer Choices	Responses	Points	Score
▪ Yes	1284	100	128400
▪ No	940	0	0
Total	2224		128400

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

87.19

Answer Choices	Responses	Points	Score
▪ Yes	1939	100	193900
▪ No	285	0	0
Total	2224		193900

Will you recommend this website to a friend or colleague?

79.72

Answer Choices	Responses	Points	Score
▪ Yes	1773	100	177300
▪ No	451	0	0
Total	2224		177300

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	1255	100	125500
▪ Had technical difficulties (e.g. error messages, broken links)	93	0	0
▪ Links did not take me where I expected	69	0	0
▪ Links / labels are difficult to understand, they are not intuitive	176	0	0
▪ Navigated to general area but couldn't find the specific content needed	337	0	0
▪ Too many links or navigational choices	53	0	0
▪ Would often feel lost, not know where I was	68	0	0
Total	2051		125500

How was your experience using our site search?

53.89

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	596	100	59600
▪ I was not sure what words to use in my search	86	0	0
▪ Results were not helpful	210	0	0
▪ Results were not relevant to my search terms or needs	104	0	0
▪ Results were too similar / redundant	35	0	0
▪ Returned not enough or no results	55	0	0
▪ Returned too many results	20	0	0
Total	1106		59600

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2019- 06/30/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	103	4.63%
▪ Contact information	143	6.43%
▪ Contracting opportunities	31	1.39%
▪ Cybersecurity	199	8.95%
▪ Disaster assistance	65	2.92%
▪ Email, RSS feeds, or subscription services	19	0.85%
▪ Forms or publications	186	8.36%
▪ Human trafficking	103	4.63%
▪ Immigration and citizenship	144	6.47%
▪ Information about DHS (leadership, history, etc.)	119	5.35%
▪ Jobs / career information	201	9.04%
▪ Law enforcement	98	4.41%
▪ News	72	3.24%
▪ Photographs	2	0.09%
▪ Small business resources	23	1.03%
▪ Training	196	8.81%
▪ Travel	489	21.99%
▪ Videos	31	1.39%
Total	2224	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	48	5.16%
▪ Content wasn't easy to understand	79	8.49%
▪ Could not find what I was looking for	551	59.18%
▪ Error on page	22	2.36%
▪ Multimedia / technical problem	12	1.29%
▪ Outdated information	33	3.54%
▪ Other	186	19.98%
Total	931	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	211	9.49%
▪ Educator	162	7.28%
▪ Federal government employee	154	6.92%
▪ First responder / law enforcement official	126	5.67%
▪ Government contractor	87	3.91%
▪ International visitor	46	2.07%
▪ Job seeker	163	7.33%
▪ Media representative	14	0.63%
▪ Non-profit staff or volunteer	91	4.09%
▪ Seeking citizenship or immigration information	51	2.29%
▪ State, tribal, territorial or local government representative	57	2.56%
▪ Student	234	10.52%
▪ Traveler (domestic or international)	413	18.57%
▪ Other	415	18.66%
Total	2224	100%