

# DHS.gov Web Performance Metrics

Jul 1, 2019 - Jul 31, 2019

**All Users**  
100.00% Sessions

## Total Visits

**4,477,190**

% of Total: 100.00% (4,477,190)



## Avg. Visit Duration

**00:01:15**

Avg for View: 00:01:15 (0.00%)



## Pageviews

**8,804,937**

% of Total: 100.00% (8,804,937)



## Unique Visitors

**3,300,741**

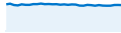
% of Total: 100.00% (3,300,741)



## Avg. Pages / Visit

**1.97**

Avg for View: 1.97 (0.00%)



## Avg. Time on Page

**00:01:18**

Avg for View: 00:01:18 (0.00%)



## Bounce Rate

**46.20%**

Avg for View: 46.20% (0.00%)

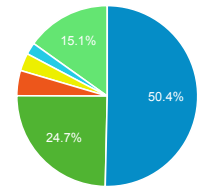


## Top Pages

Page Title	Pageviews	Bounce Rate
Indicators of Human Trafficking   Homeland Security	326,628	91.81%
REAL ID   Homeland Security	191,267	43.55%
Learn What I Can Bring on the Plane   Homeland Security	111,130	67.70%
Real ID Public FAQs   Homeland Security	104,413	77.13%
What Is Human Trafficking?   Homeland Security	83,132	91.19%
Search Job Postings   Homeland Security	49,815	23.58%
Redirection page   Homeland Security	41,209	40.82%
Check Wait Times   Homeland Security	39,364	28.75%
Immigration Data & Statistics   Homeland Security	38,839	38.15%
How Do I?   Homeland Security	33,631	45.20%

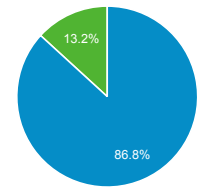
## Visits by Source

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



## New vs. Returned Visitors

New Visitor Returning Visitor



## Visits by Social Network

Social Network	Sessions
Facebook	36,990
Twitter	7,594
LinkedIn	1,536
Blogger	781
YouTube	625
reddit	559
Instagram	357
Quora	309
TypePad	129
TripAdvisor	90

## DHS.gov Search Performance Metrics

Jul 1, 2019 - Jul 31, 2019

**All Users**  
100.00% Sessions

### Visits to DHS.gov

**4,477,190**

% of Total: 100.00% (4,477,190)



### Total Internal Searches

**75,019**

% of Total: 100.00% (75,019)



### Total External Searches (Google)

**857,014**

% of Total: 19.14% (857,014)

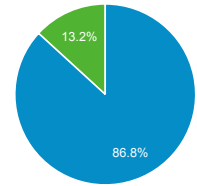


### Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
global entry	861	0
careers	805	0
global entry application	615	0
global entry application status	447	0
real id	425	0
case status	346	0
Careers	291	0
jobs	291	0
active shooter	279	0
esta	279	0

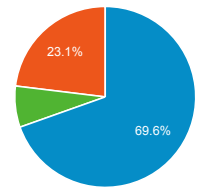
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



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

Page Title	Sessions
Indicators of Human Trafficking   Homeland Security	100,289
Learn What I Can Bring on the Plane   Homeland Security	88,296
Homeland Security   Home	69,553
REAL ID   Homeland Security	33,664
Check Wait Times   Homeland Security	23,974
Real ID Public FAQs   Homeland Security	18,743
Immigration Data & Statistics   Homeland Security	18,218
Check Immigration Case Status   Homeland Security	14,217
Search Job Postings   Homeland Security	13,915
Cross U.S. Borders   Homeland Security	12,753

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2019- 07/31/2019

## Overall Customer Satisfaction Score

**69.58**

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

**66.64**

Answer Choices	Responses	Points	Score
▪ Outstanding	619	100	61900
▪ Above Average	668	75	50100
▪ Average	664	50	33200
▪ Below Average	147	25	3675
▪ Poor	136	0	0
<b>Total</b>	<b>2234</b>		<b>148875</b>

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

**60.38**

Answer Choices	Responses	Points	Score
▪ Yes	1349	100	134900
▪ No	885	0	0
<b>Total</b>	<b>2234</b>		<b>134900</b>

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

**86.62**

Answer Choices	Responses	Points	Score
▪ Yes	1935	100	193500
▪ No	299	0	0
<b>Total</b>	<b>2234</b>		<b>193500</b>

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

**80.13**

Answer Choices	Responses	Points	Score
▪ Yes	1790	100	179000
▪ No	444	0	0
<b>Total</b>	<b>2234</b>		<b>179000</b>

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

**62.04**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1286	100	128600
▪ Had technical difficulties (e.g. error messages, broken links)	74	0	0
▪ Links did not take me where I expected	77	0	0
▪ Links / labels are difficult to understand, they are not intuitive	147	0	0
▪ Navigated to general area but couldn't find the specific content needed	345	0	0
▪ Too many links or navigational choices	65	0	0
▪ Would often feel lost, not know where I was	79	0	0
<b>Total</b>	<b>2073</b>		<b>128600</b>

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

**53.39**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	622	100	62200
▪ I was not sure what words to use in my search	96	0	0
▪ Results were not helpful	204	0	0
▪ Results were not relevant to my search terms or needs	124	0	0
▪ Results were too similar / redundant	28	0	0
▪ Returned not enough or no results	64	0	0
▪ Returned too many results	27	0	0
<b>Total</b>	<b>1165</b>		<b>62200</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 07/01/2019- 07/31/2019

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	98	4.39%
▪ Contact information	126	5.64%
▪ Contracting opportunities	39	1.75%
▪ Cybersecurity	197	8.82%
▪ Disaster assistance	69	3.09%
▪ Email, RSS feeds, or subscription services	27	1.21%
▪ Forms or publications	195	8.73%
▪ Human trafficking	124	5.55%
▪ Immigration and citizenship	202	9.04%
▪ Information about DHS (leadership, history, etc.)	123	5.51%
▪ Jobs / career information	220	9.85%
▪ Law enforcement	89	3.98%
▪ News	75	3.36%
▪ Photographs	8	0.36%
▪ Small business resources	22	0.98%
▪ Training	224	10.03%
▪ Travel	372	16.65%
▪ Videos	24	1.07%
<b>Total</b>	<b>2234</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	35	4.31%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	521	64.16%
▪ Error on page	36	4.43%
▪ Multimedia / technical problem	17	2.09%
▪ Outdated information	25	3.08%
▪ Other	178	21.92%
<b>Total</b>	<b>812</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	242	10.83%
▪ Educator	164	7.34%
▪ Federal government employee	138	6.18%
▪ First responder / law enforcement official	149	6.67%
▪ Government contractor	82	3.67%
▪ International visitor	44	1.97%
▪ Job seeker	155	6.94%
▪ Media representative	13	0.58%
▪ Non-profit staff or volunteer	79	3.54%
▪ Seeking citizenship or immigration information	79	3.54%
▪ State, tribal, territorial or local government representative	54	2.42%
▪ Student	247	11.06%
▪ Traveler (domestic or international)	334	14.95%
▪ Other	454	20.32%
<b>Total</b>	<b>2234</b>	<b>100%</b>