

# DHS.gov Web Performance Metrics

Oct 1, 2019 - Oct 31, 2019

**All Users**  
100.00% Sessions

## Total Visits

**5,727,393**

% of Total: 100.00% (5,727,393)



## Avg. Visit Duration

**00:01:08**

Avg for View: 00:01:08 (0.00%)



## Pageviews

**10,985,140**

% of Total: 100.00% (10,985,140)



## Unique Visitors

**4,221,743**

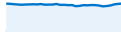
% of Total: 100.00% (4,221,743)



## Avg. Pages / Visit

**1.92**

Avg for View: 1.92 (0.00%)



## Avg. Time on Page

**00:01:14**

Avg for View: 00:01:14 (0.00%)



## Bounce Rate

**43.56%**

Avg for View: 43.56% (0.00%)



## Top Pages

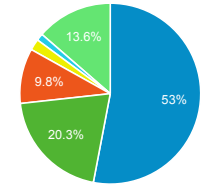
Page Title	Pageviews	Bounce Rate
What is Suspicious Activity?   Homeland Security	672,715	86.66%
REAL ID   Homeland Security	363,643	53.96%
Real ID Public FAQs   Homeland Security	247,863	84.84%
Learn What I Can Bring on the Plane   Homeland Security	101,096	58.12%
Redirection page   Homeland Security	80,498	46.24%
DHS is Hiring   Homeland Security	57,655	54.32%
Search Job Postings   Homeland Security	56,717	25.90%
REAL ID Documentation   Homeland Security	43,995	58.26%
Homeland Security Careers   Homeland Security	41,806	61.29%
Immigration Data & Statistics   Homeland Security	36,447	42.42%

## Visits by Social Network

Social Network	Sessions
Facebook	56,491
Twitter	9,966
LinkedIn	2,190
YouTube	1,268
Blogger	1,021
Quora	664
Instagram	498
reddit	265
Yammer	118
TypePad	115

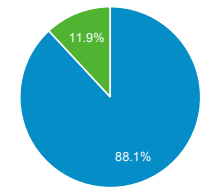
## Visits by Source

(direct) google snapchat  
bing dhs.gov Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## DHS.gov Search Performance Metrics

Oct 1, 2019 - Oct 31, 2019

**All Users**  
100.00% Sessions

### Visits to DHS.gov

**5,727,393**

% of Total: 100.00% (5,727,393)



### Total Internal Searches

**77,560**

% of Total: 100.00% (77,560)



### Total External Searches (Google)

**1,049,278**

% of Total: 18.32% (1,049,278)

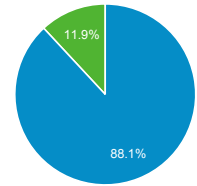


### Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
careers	682	0
global entry	654	0
real id	540	0
global entry application status	426	0
i-9 form	384	0
active shooter	355	0
jobs	355	0
global entry application	341	0
cybersecurity	313	0
tps el salvador	313	0

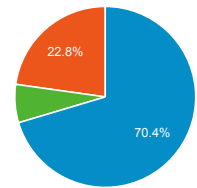
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



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

Page Title	Sessions
Real ID Public FAQs   Homeland Security	92,950
Learn What I Can Bring on the Plane   Homeland Security	80,342
Homeland Security   Home	68,714
REAL ID   Homeland Security	41,720
What Is Human Trafficking?   Homeland Security	21,820
Check Wait Times   Homeland Security	17,854
Immigration Data & Statistics   Homeland Security	16,930
Search Job Postings   Homeland Security	13,760
National Cybersecurity Awareness Month   Homeland Security	11,372
Get a Green Card   Homeland Security	9,851

# DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2019- 10/31/2019

## Overall Customer Satisfaction Score

**70.63**

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

**67.05**

Answer Choices	Responses	Points	Score
▪ Outstanding	775	100	77500
▪ Above Average	769	75	57675
▪ Average	778	50	38900
▪ Below Average	176	25	4400
▪ Poor	164	0	0
<b>Total</b>	<b>2662</b>		<b>178475</b>

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

**62.62**

Answer Choices	Responses	Points	Score
▪ Yes	1667	100	166700
▪ No	995	0	0
<b>Total</b>	<b>2662</b>		<b>166700</b>

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

**86.81**

Answer Choices	Responses	Points	Score
▪ Yes	2311	100	231100
▪ No	351	0	0
<b>Total</b>	<b>2662</b>		<b>231100</b>

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

**80.77**

Answer Choices	Responses	Points	Score
▪ Yes	2150	100	215000
▪ No	512	0	0
<b>Total</b>	<b>2662</b>		<b>215000</b>

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

**63.03**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1548	100	154800
▪ Had technical difficulties (e.g. error messages, broken links)	88	0	0
▪ Links did not take me where I expected	69	0	0
▪ Links / labels are difficult to understand, they are not intuitive	189	0	0
▪ Navigated to general area but couldn't find the specific content needed	386	0	0
▪ Too many links or navigational choices	81	0	0
▪ Would often feel lost, not know where I was	95	0	0
<b>Total</b>	<b>2456</b>		<b>154800</b>

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

**55.18**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	735	100	73500
▪ I was not sure what words to use in my search	114	0	0
▪ Results were not helpful	240	0	0
▪ Results were not relevant to my search terms or needs	118	0	0
▪ Results were too similar / redundant	23	0	0
▪ Returned not enough or no results	72	0	0
▪ Returned too many results	30	0	0
<b>Total</b>	<b>1332</b>		<b>73500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 10/01/2019- 10/31/2019

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	81	3.04%
▪ Contact information	149	5.60%
▪ Contracting opportunities	28	1.05%
▪ Cybersecurity	241	9.05%
▪ Disaster assistance	70	2.63%
▪ Email, RSS feeds, or subscription services	17	0.64%
▪ Forms or publications	202	7.59%
▪ Human trafficking	109	4.09%
▪ Immigration and citizenship	195	7.33%
▪ Information about DHS (leadership, history, etc.)	165	6.20%
▪ Jobs / career information	317	11.91%
▪ Law enforcement	119	4.47%
▪ News	118	4.43%
▪ Photographs	11	0.41%
▪ Small business resources	32	1.20%
▪ Training	286	10.74%
▪ Travel	479	17.99%
▪ Videos	43	1.62%
<b>Total</b>	<b>2662</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	33	3.64%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	569	62.80%
▪ Error on page	35	3.86%
▪ Multimedia / technical problem	15	1.66%
▪ Outdated information	36	3.97%
▪ Other	218	24.06%
<b>Total</b>	<b>906</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	253	9.50%
▪ Educator	161	6.05%
▪ Federal government employee	168	6.31%
▪ First responder / law enforcement official	195	7.33%
▪ Government contractor	128	4.81%
▪ International visitor	50	1.88%
▪ Job seeker	200	7.51%
▪ Media representative	10	0.38%
▪ Non-profit staff or volunteer	102	3.83%
▪ Seeking citizenship or immigration information	47	1.77%
▪ State, tribal, territorial or local government representative	81	3.04%
▪ Student	397	14.91%
▪ Traveler (domestic or international)	372	13.97%
▪ Other	498	18.71%
<b>Total</b>	<b>2662</b>	<b>100%</b>